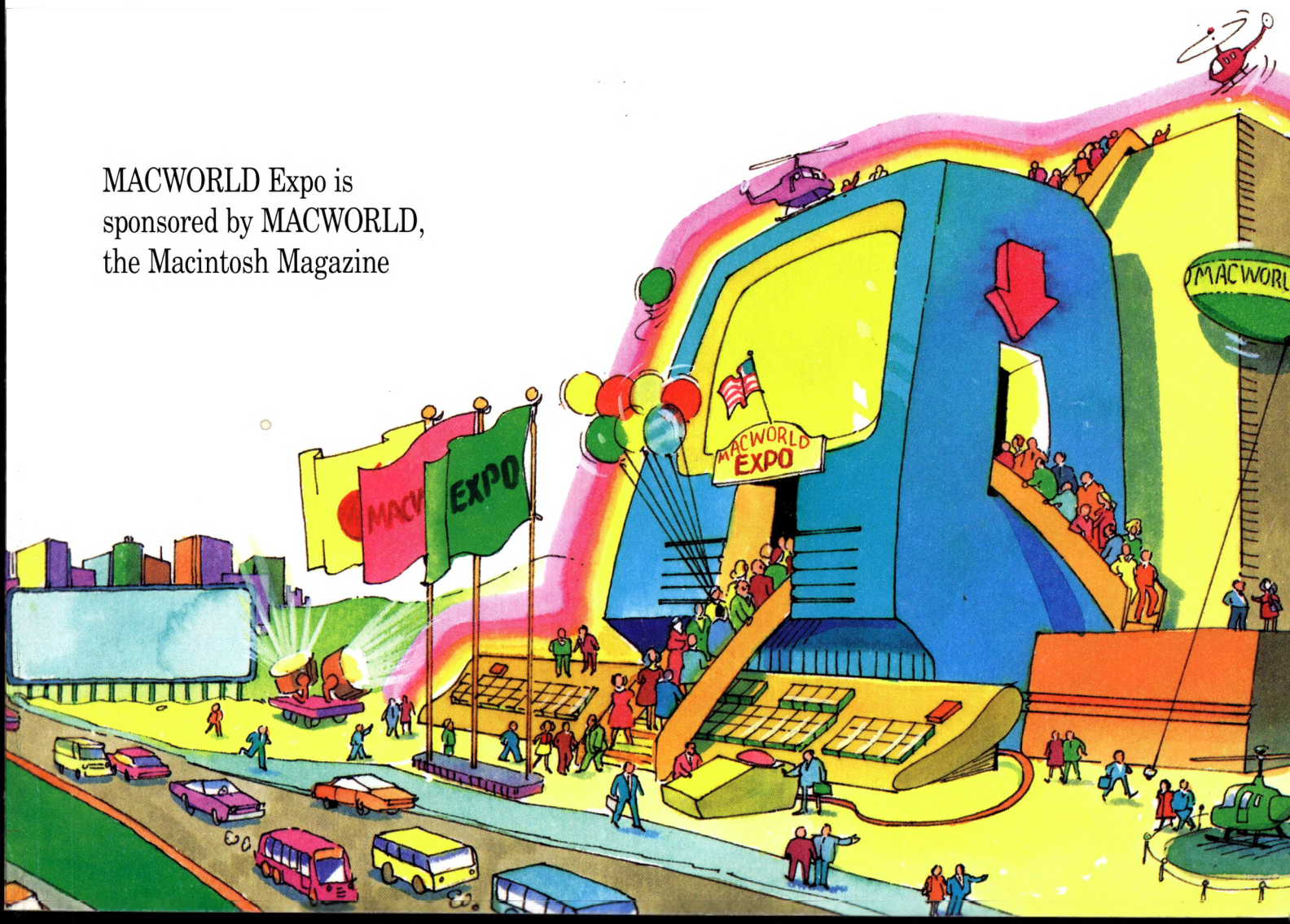


MACWORLD Expo/San Francisco

April 11-13, 1990

Program Guide

MACWORLD Expo is
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- 46% have created documents or
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* Source: 1989 Seybold intercept survey

** Source: Publish's 1989 subscriber survey



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General Information



Exhibit Hours:

Wednesday & Thursday: 10:00 a.m. - 6:00 p.m. **Friday:** 10:00 a.m. - 3:00 p.m.

Conference Hours:

Wednesday & Thursday: 10:00 a.m. - 6:00 p.m. **Friday:** 10:00 a.m. - 2:00 p.m.

Win a MAC, American Airline Tickets, Cash or More Fabulous Prizes!

To be eligible, simply affix one of your Infolabels to a "MACWORLD Expo Bonanza Draw Card" available at the Infolabel Centers, and drop it off at the Bonanza Booth, Brooks Hall #5999. Drawings will be held hourly, so there are plenty of chances to **WIN!**

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Your registration fee includes a \$7.50, six month paid subscription to **MACWORLD** Magazine. (**MACWORLD's** basic subscription rate is \$30 for twelve issues.) To receive your subscription, simply complete a **MACWORLD** Signature Subscription Card located at the **MACWORLD** booth, #1207, Moscone Center. (Only one card per paid attendee.)

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WELCOME

As Chief Executive Officer of Mitch Hall Associates, I would like to take this opportunity to officially welcome you to **MACWORLD Exposition/San Francisco '90**.

This is the sixth consecutive year that **MACWORLD Exposition** has returned to San Francisco, and with this return we plan to bring you all the latest in the world that is Macintosh. From the inexperienced to the very experienced Mac user, **MACWORLD Exposition** will have something to offer everyone.

Covering 340,000 square feet of exhibit space at both Moscone Center and Brooks Hall, this year's San Francisco exposition features over 450 exhibiting companies occupying more than 1400 booths. It's amazing! And brand new attractions have been added to the show: The **MACWORLD Exposition** Great Debates! No-holds-barred discussions of some of the most controversial topics in the world of Macintosh. Following the debates will be Keynote presentations by Macintosh industry leaders, and a full conference program with over 300 speakers. There's a lot to see and learn. And to guide you through it all is this helpful Program Guide. Use it to find out who, what, when, where and why about **MACWORLD Exposition**.

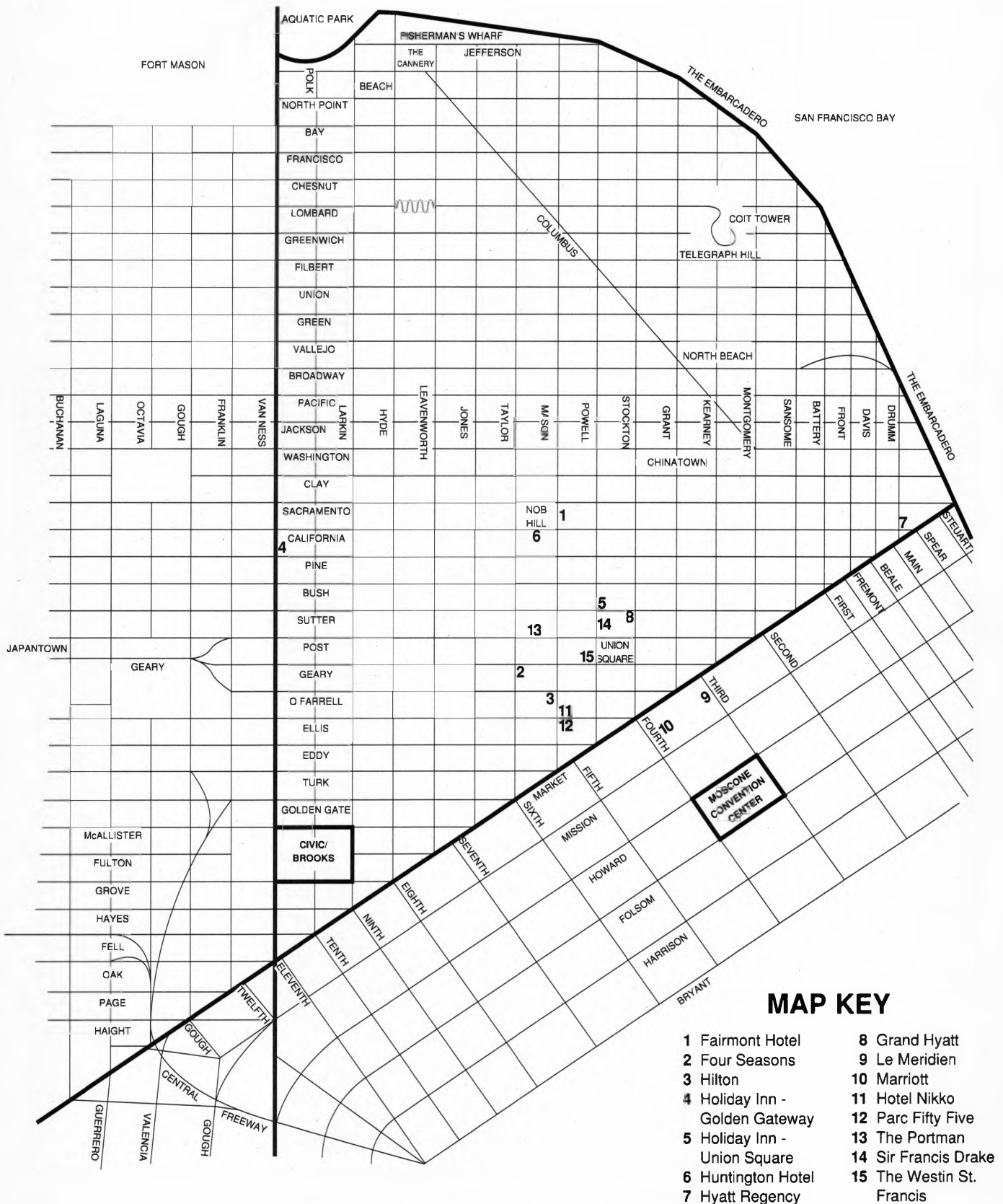
I would like to extend a very special thanks to all those involved who have helped make **MACWORLD Exposition** the awesome show that it is. And, as always, I wish you all a successful and prosperous experience at the Exposition!

Sincerely,

A handwritten signature in black ink that reads "Mitch Hall". The signature is written in a cursive, flowing style.

Mitch Hall
Chief Executive Officer
Mitch Hall Associates

City Map



Shuttle Bus Schedule

Need a ride to MACWORLD Expo?

Hop on the free MACWORLD Expo
Shuttle Bus!

ROUTE	SHOW DAY	HOURS
1, 2 & 3 4	Wednesday, April 11	8 - 10 a.m. / 5 - 7 p.m. 10 a.m. - 6 p.m.
	Thursday, April 12	(Same as Wed. April 11)
1, 2 & 3 4	Friday, April 13	8 - 10 a.m. / 2 - 4 p.m. 10 a.m. - 3 p.m.

Schedule is subject to change

ROUTE 1

* **SAN FRANCISCO**
HILTON, Taylor St.

- ↑ Four Seasons Clift
- ↑ Nikko
- ↑ Parc Fifty-Five

ROUTE 2

* **GRAND HYATT UNION**
SQUARE,
Stockton St.

- ↑ Holiday Inn Union
Square
- ↑ Sir Francis Drake
- ↑ Westin St. Francis
- ↑ Portman Hotel

ROUTE 3

* **FAIRMONT, Mason St.**

- ↑ Huntington

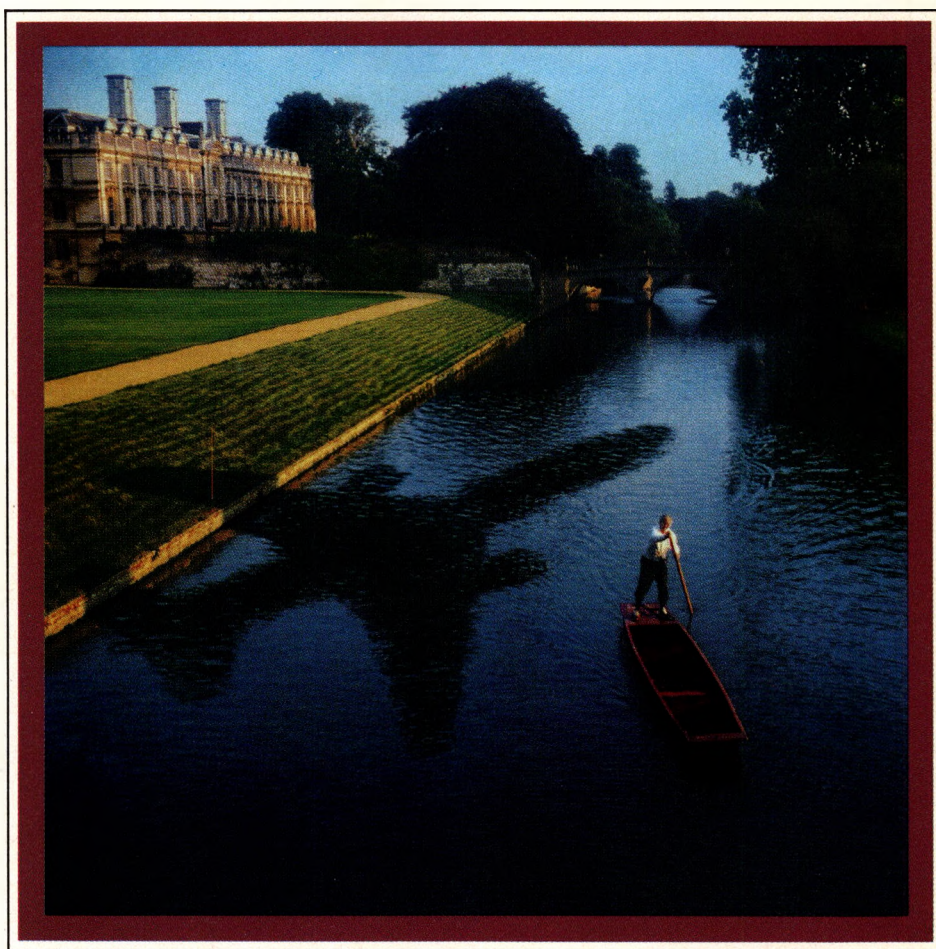
ROUTE 4

MOSCONE/BROOKS
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(*) Indicates drop off/pick-up
locations.

↑ arrowed locations are within
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(*) hotels.

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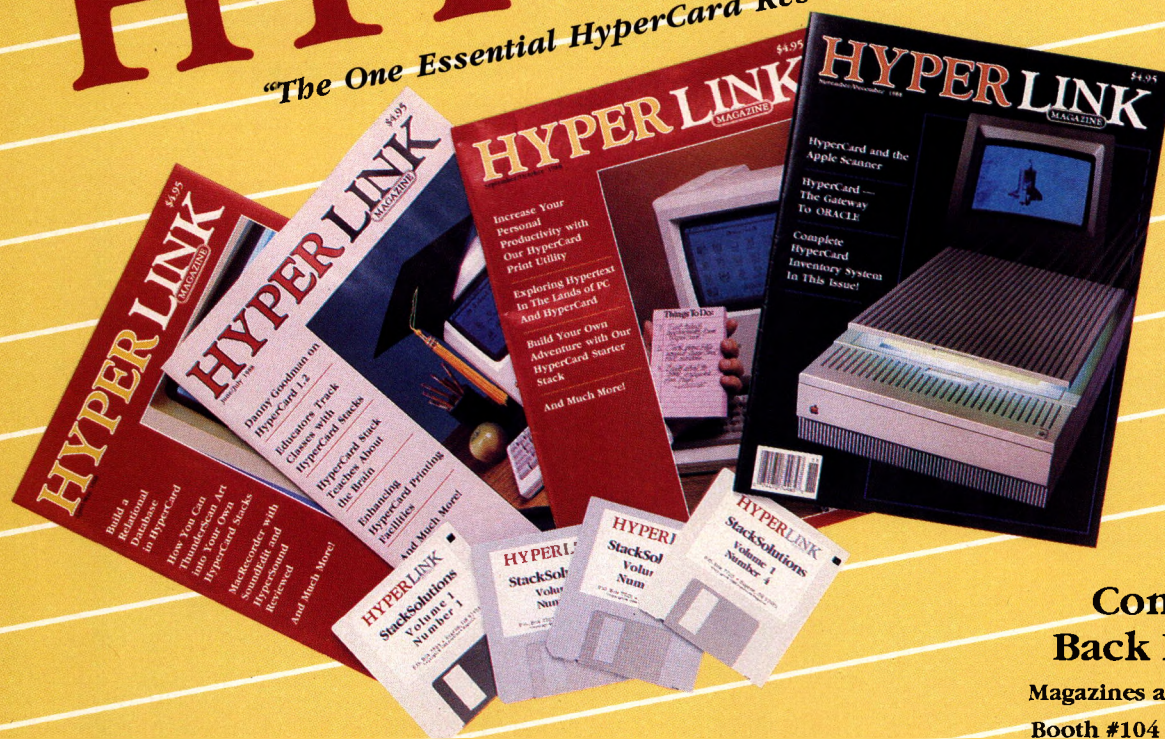
*Begins May 1990, subject to government approval.

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MWE90SF

Wednesday, April 11

10:00- Civic:	
10:50 1 - Opening Session: Multimedia: What It's All About, What It Can Mean to You	
11:00- Civic:	
11:50 2 - Keynote Presentation by John Sculley Macintosh: Gateway to the 21st Century	
1:00- Moscone:	<i>Room</i>
1:50 5 - Special Interest Group Meeting: Meet the International Press	J
6 - Programmer/Developer Forum: The C++/MPW Report	200
7 - The Mac in Big Business: Mac-to-Host Solutions	F
8 - Introductory User Workshop: Getting Started on Your Mac	K
Civic:	
9 - The Multimedia Mac: Multimedia: How Much? How Soon? When Will the Dream Be Realized?	105
10 - Designer Solutions: Intro to Mac for Graphic Designers	106
11 - Late-Breaking/Popular Demand: MACWORLD Magazine Presents: Our Views on Apple	415
12 - Software Review: Utilities	413
2:30- Moscone:	
3:20 17 - Special Interest Group Meeting: Applications for Your Classroom	J
18 - Programmer/Developer Forum: Object-Oriented Programmer Tools	200
19 - The Mac in Big Business: Enterprise-Wide Mail for Medium and Large Networks	F
20 - Advanced User Workshop: Customizing Your Mac	K
Civic:	
21 - The Multimedia Mac: Multimedia in Action: Case Studies	105
22 - Designer Solutions: Facts and Myths about Color	106
23 - Late-Breaking/Popular Demand: The Mac is Supposed to be Fun!	415
24 - Software Review: CAD	413
4:00- Moscone:	
4:50 29 - Special Interest Group Meeting: HyperCard in Education	J
30 - Programmer/Developer Forum: The Developer's Toolkit	200
31 - The Mac in Big Business: The MS-DOS/Mac Connection	F
32 - Introductory User Workshop: Getting Started in Desktop Publishing	K
Civic:	
33 - The Multimedia Mac: How to Get Started with Multimedia	105
34 - Designer Solutions: CAD Update: The Users Report	106
35 - Late-Breaking/Popular Demand: MacWEEK Presents	415
36 - Software Review: Databases	413
5:00- Moscone:	
5:50 41 - Special Interest Group Meeting: Home Office/Small Business Survival Guide, Part 1: Beyond the Office	J
42 - Programmer/Developer Forum: MacApp Report	200
43 - The Mac in Big Business: Hot Mac-to-VAX Issues	F
44 - Introductory User Workshop: A Friendly Guide to HyperCard	K
Civic:	
45 - The Multimedia Mac: Animation Wizardry	105
46 - Designer Solutions: Graphics Tools for Designers: Which to Buy for What	106
47 - Late-Breaking/Popular Demand: MUSE, Part 1	415
48 - Software Review: Accounting Packages	413

Thursday, April 12

10:00- Civic:	
10:50 51 - MACWORLD Expo Great Debates, 1	
11:00- Civic:	
11:50 52 - Keynote Presentation by Jean-Louis Gasse: Three Steps in a Love Affair	
1:00- Moscone:	<i>Room</i>
1:50 55 - Multimedia Mac: A Guide to Multimedia Peripherals	J
56 - Designer Solutions: Fonts, Formats and ATM	K
57 - Late-Breaking/Popular Demand: The Macintosh Way	F
58 - Software Review: Top-Selling Business Software	200
Civic:	
59 - Special Interest Group Meeting: Educators: Desktop Publish, Don't Perish!	415
60 - Programmer/Developer Forum: The In's and Out's of INITs	413
61 - The Mac in Big Business: Bldg. a Support & Training Org.	106
62 - Introductory User Workshop: Getting Started in Networking	105
2:30- Moscone:	
3:20 67 - Multimedia Mac: Cutting Edge Technologies	F
68 - Designer Solutions: Maximizing Desktop Presentations	K
69 - Late-Breaking/Popular Demand: Bringing CD-ROM into the Mainstream	J
70 - Software Review: Great Software You Might Not Have Heard About Yet	200
Civic:	
71 - Special Interest Group Meeting: The Mac in Health Care	413
72 - Programmer/Developer Forum: The Software Developer Roundtable	415
73 - The Mac in Big Business: CL/1: The Key to Macs and the Corporate Database	106
74 - Advanced User Workshop: CRASH! How to Protect Your Mac from Data Loss, Viruses, and More	105
4:00- Moscone:	
4:50 79 - Multimedia Mac: Merging Networks and Multimedia	F
80 - Designer Solutions: Smart Design for Smart Publications	J
81 - Late-Breaking/Popular Demand: Future Directions for the Mac, Part 1: Enabling Mainstream Applications	K
82 - Software Review: Desktop Publishing	200
Civic:	
83 - Special Interest Group Meeting: The Mac in the Law Office	413
84 - Programmer/Developer Forum: User Interface Design Standards	415
85 - The Mac in Big Business: Upgrading to System 7.0	106
86 - Advanced User Workshop: 50 Power User Tips in 50 Minutes	105
5:00- Moscone:	
5:50 91 - Multimedia Mac: Video Production with the Mac	F
92 - Designer Solutions: Future Directions for the Mac, Part 2: The Graphics Outlook	K
93 - Late-Breaking/Popular Demand: MUSE, Part 2	200
94 - Software Review: Multimedia & Desktop Presentations	J
Civic:	
95 - Special Interest Group Meeting: Home Office/Small Business Survival Guide, Part 2: In the Office	413
96 - Programmer/Developer Forum: Meet the Programmers!	415
97 - The Mac in Big Business: Executive Information Systems (EIS)	106
98 - Advanced User Workshop: Care and Feeding of Your Hard Disk	105

Friday, April 13

10:00- Civic:	
10:50 101 - MACWORLD Expo Great Debates, 2	
11:00- Civic:	
11:50 102 - Keynote Presentation by Mitchell D. Kapor The Software Design Manifesto	
12:00- Moscone:	<i>Room</i>
2:00 105 - Treasury of Great Graphics Tips	F
106 - Treasury of Hot HyperCard Tips	K
Civic:	
107 - Treasury of Dynamite Desktop Publishing Tips	415
108 - Treasury of Practical Tips for Business Users	105

MACWORLD Expo/ San Francisco

April 11-13, 1990

Conference Program at a Glance

Choose from **eight different conference tracks**:

- ✓ **The Multimedia Mac** — to bring you up to date on the fabulously exciting integration of video, sound, and animation onto the computer platform.
- ✓ **Designer Solutions** — intensive sessions to maximize the usefulness of the Macintosh in design applications — for architects, graphic artists, advertising agencies, engineers, and more.
- ✓ **Software Review Sessions** — authoritative, unbiased overviews of the best-selling Macintosh software packages, presented by the software review editors of the leading Mac publications.
- ✓ **User Workshops** — *Introductory*, for those just getting started with the Mac, or who need a quick, concentrated lesson on the most popular Mac applications; and *Advanced*, where experienced users share their expertise to reveal hot new ideas and insider's tricks.
- ✓ **The Mac in Big Business** — no-nonsense pointers to help solve the unique problems of business users, along with discussions of the possible impact of developing trends and technologies in the Mac marketplace.
- ✓ **Programmer/Developer Forums** — the place for veteran and novice techies to brainstorm and learn about innovative advances and techniques.
- ✓ **Special Interest Group Meetings** — sessions to serve the needs of users in an amazingly broad range of settings who are seeking new ways to prosper and profit from the Mac. Includes: **Education Workshops**; **How To's for the Home Office/Small Business**; plus **International Issues**, **The Mac in Health Care**, and **The Mac in the Law Office**.
- ✓ **Late-Breaking/Popular Demand Topics** — to keep our conference program (and you!) up-to-the-minute, we've topped off the agenda with sessions to reflect the newest market developments — and special requests. Included here is the ever-popular **MACWORLD Expo User Group Extravaganza (MUSE)**.

Conference Program Schedules

WEDNESDAY, APRIL 11

BROOKS HALL & CIVIC AUDITORIUM				MOSCONE CENTER			
Time	#	Session Title	Room	#	Session Title	Room	
10:00-10:50	1	Opening Session: Multimedia: What It's All About, What It Can Mean to You	Arena				
	2	Keynote Presentation by John Sculley: Macintosh: Gateway to the 21st Century	Arena				
1:00-1:50	9	The Multimedia Mac: Multimedia: How Much? How Soon? When Will the Dream Be Realized?	105	5	Special Interest Group Meeting: International Issues: Meet the International Press	J	
	10	Designer Solutions: Computer Shock: An Intro to the Mac for Graphic Designers	106	6	Programmer/Developer Forum: The C++/MPW Report	200	
	11	Late-Breaking/Popular Demand Session: Macworld Magazine Presents: Our Views on Apple	415	7	The Mac in Big Business: Mac-to-Host Solutions	F	
	12	Software Review: Utilities	413	8	Introductory User Workshop: Getting Started on Your Mac	K	
2:30-3:20	21	The Multimedia Mac: Multimedia in Action: Case Studies of Successful Applications	105	17	Special Interest Group Meeting: Applications for Your Classroom	J	
	22	Designer Solutions: Facts and Myths about Color	106	18	Programmer/Developer Forum: Object-Oriented Programmer Tools	200	
	23	Late-Breaking/Popular Demand Session: The Mac is Supposed to be Fun!	415	19	The Mac in Big Business: Enterprise-Wide Mail for Medium and Large Networks	F	
	24	Software Review: CAD	413	20	Advanced User Workshop: Customizing Your Mac	K	
4:00-4:50	33	The Multimedia Mac: How to Get Started with Multimedia	105	29	Special Interest Group Meeting: HyperCard in Education	J	
	34	Designer Solutions: CAD Update: The Users Report	106	30	Programmer/Developer Forum: The Developer's Toolkit	200	
	35	Late-Breaking/Popular Demand Session: MacWEEK Presents: MACWORLD Expo News Analysis	415	31	The Mac in Big Business: The MS-DOS/Mac Connection	F	
	36	Software Review: Databases	413	32	Introductory User Workshop: Getting Started in Desktop Publishing	K	
5:00-5:50	45	The Multimedia Mac: Animation Wizardry	105	41	Special Interest Group Meeting: The Home Office/Small Business Survival Guide, Part 1: Beyond the Office	J	
	46	Designer Solutions: Graphics Tools for Designers: Which to Buy for What	106	42	Programmer/Developer Forum: The MacApp Report	200	
	47	Late-Breaking/Popular Demand Session: MUSE, Part 1	415	43	The Mac in Big Business: Hot Mac-to-VAX Issues	F	
	48	Software Review: Accounting Packages	413	44	Introductory User Workshop: A Friendly Guide to HyperCard	K	

Conference Program Schedules

THURSDAY, APRIL 12						
BROOKS HALL & CIVIC AUDITORIUM				MOSCONE CENTER		
Time	#	Session Title	Room	#	Session Title	Room
10:00-10:50	51	The MACWORLD Expo Great Debates, Part 1: The Apple/Adobe Font Wars: How Can the Customer Win?	Arena			
	52	Keynote Presentation by Jean-Louis Gasse: Three Steps in a Love Affair	Arena			
1:00-1:50	59	Special Interest Group Meeting: Educators: Desktop <i>Publish</i>, Don't Perish!	415	55	Multimedia Mac: A Guide to Multimedia Peripherals	J
	60	Programmer/Developer Forum: New Adventures in Programming: The In's and Out's of INITs	413	56	Designer Solutions: Fonts, Formats, and ATM: Finding the Right Solution	K
	61	The Mac in Big Business: Building a Support and Training Organization	106	57	Late-Breaking/Popular Demand Session: The Macintosh Way	F
	62	Introductory User Workshop: Getting Started in Networking	105	58	Software Review: Top-Selling Business Software	200
2:30-3:20	71	Special Interest Group Meeting: The Mac in Health Care	413	67	Multimedia Mac: Cutting Edge Technologies: The Latest and the Greatest	F
	72	Programmer/Developer Forum: The Software Developer Roundtable	415	68	Designer Solutions: Maximizing Desktop Presentations	K
	73	The Mac in Big Business: CL/1: The Key to Macs and the Corporate Database	106	69	Late-Breaking/Popular Demand Session: Bringing CD-ROM into the Mainstream	J
	74	Advanced User Workshop: CRASH! How to Protect Your Mac from Data Loss, Viruses, and More	105	70	Software Review: Great Software You Might Not Have Heard About Yet	200
4:00-4:50	83	Special Interest Group Meeting: The Mac in the Law Office	413	79	Multimedia Mac: Merging Networks and Multimedia	F
	84	Programmer/Developer Forum: Extending the Macintosh User Interface Design Standards	415	80	Designer Solutions: Smart Design for Smart Publications	J
	85	The Mac in Big Business: Upgrading to System 7.0	106	81	Late-Breaking/Popular Demand Session: Future Directions for the Mac, Part 1: Enabling Mainstream Applications	K
	86	Advanced User Workshop: 50 Power User Tips in 50 Minutes	105	82	Software Review: Desktop Publishing	200
5:00-5:50	95	Special Interest Group Meeting: The Home Office/Small Business Survival Guide, Part 2: In the Office	413	91	Multimedia Mac: Video Production with the Mac	F
	96	Programmer/Developer Forum: Meet the Programmers!	415	92	Designer Solutions: Future Directions for the Mac, Part 2: The Graphics Outlook	K
	97	The Mac in Big Business: Executive Information Systems (EIS) and the Mac	106	93	Late-Breaking/Popular Demand Session: MUSE, Part 2	200
	98	Advanced User Workshop: The Care and Feeding of Your Hard Disk	105	94	Software Review: Multimedia and Desktop Presentations	J

Conference Program Schedules

FRIDAY, APRIL 13

BROOKS HALL & CIVIC AUDITORIUM				MOSCONE CENTER			
Time	#	Session Title	Room	#	Session Title	Room	
10:00-10:50	101	The MACWORLD Expo Great Debates, Part 2: Windows, OS/2 vs. System 7: Time for a Second Look?	Arena				
	102	Keynote Presentation by Mitchell D. Kapor: The Software Design Manifesto	Arena				
12:00-2:00	107	Treasury of Dynamite Desktop Publishing Tips	415	105	Treasury of Great Graphics Tips	F	
	108	Treasury of Practical Tips for Business Users	105	106	Treasury of Hot HyperCard Tips	K	



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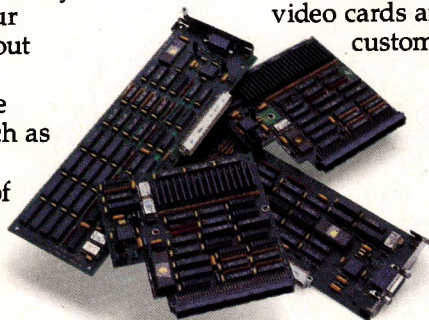
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A Guide to the Conference Program

MACWORLD Expo/San Francisco boasts a Conference Program that's bigger and better than ever! More sessions covering even more topics — in a concentrated two-day format. That leaves you with time on Friday to either:

— visit the hundreds of exhibits you've been dying to see; or

— attend the all-new **MACWORLD Expo Treasuries of Practical Tips!***

**We've sifted through all the powerhouse pointers, time-saving ideas, and terrific insider's tips we've heard through years of MACWORLD Expos — sorted the best ones into topic areas most requested by MACWORLD Expo attendees — and packed them into a series of two-hour sessions of hard-hitting, practical how-to's on specific programs and products (all user-trying and tested!). Treasuries include:*

- Great Graphics Tips! (Session 105)
- Hot HyperCard Tips! (Session 106)
- Dynamite Desktop Publishing Tips! (Session 107)
- Practical Tips for Business Users (Session 108)

Now, here's what's happening on Wednesday and Thursday at MACWORLD Expo/San Francisco:

Opening the conference each day will be a brand-new attraction: The MACWORLD Expo Great Debates, no-holds-barred discussions of some of the most controversial topics in the world of Macintosh. Following the Debates will be Keynote Presentations by three of the leaders of the Macintosh industry, guaranteed to make your spirits soar.

Then, you'll have to make some tough choices — because you can choose from eight different conference tracks at MACWORLD Expo. (Take heart: if you can't figure out how to clone yourself, all sessions are available on video and audio tape at nominal cost.)

1. The Multimedia Mac (NEW!) — sessions to bring you up to date on the fabulously exciting integration of video, sound, and animation onto the computer platform.

- Multimedia: How Much? How Soon? When Will the Dream Be Realized? (Session 9)
- Multimedia in Action: Case Studies of Successful Applications (Session 21)
- How to Get Started with Multimedia (Session 33)
- Animation Wizardry (Session 45)
- A Guide to Multimedia Peripherals (Session 55)
- Cutting Edge Technologies: The Latest and Greatest (Session 67)
- Merging Networks and Multimedia (Session 79)
- Video Production with the Mac (Session 91)

2. Designer Solutions (NEW!) — at last! Two days of intensive sessions to maximize the usefulness of the Macintosh in design applications — for architects, graphic artists, advertising agencies, engineers, and more.

- Computer Shock: An Intro to the Mac for Graphic Designers (Session 10)
- Facts and Myths about Color (Session 22)
- CAD Update: The Users Report (Session 34)
- Graphics Tools for Designers: Which to Buy for What (Session 46)
- Fonts, Formats, and ATM: Finding the Right Solution (Session 56)
- Maximizing Desktop Presentations (Session 68)
- Principles of Effective Visual Communication for Desktop Publishing (Session 80)
- The Graphics Outlook (Session 92)

3. Software Review Sessions (NEW!) — authoritative, unbiased overviews of the best-selling Macintosh software packages, presented by the software review editors of the leading Mac publications.

- Utilities (Session 12)
- CAD (Session 24)
- Databases (Session 36)
- Accounting Packages (Session 48)
- Top-Selling Business Software (Session 58)
- Great Software You Might Not Have Heard About Yet (Session 70)
- Desktop Publishing (Session 82)
- Multimedia and Desktop Presentations (Session 94)

4. User Workshops — *Introductory*, for those just getting started with the Mac, or who need a quick, concentrated lesson on the most popular Mac applications; and *Advanced*, where experienced users share their expertise to reveal hot new ideas and insider's tricks.

- Introductory: Getting Started on Your Mac (Session 8)
- Introductory: Getting Started with Desktop Publishing (Session 32)
- Introductory: A Friendly Guide to HyperCard (Session 44)
- Introductory: Getting Started in Networking (Session 62)
- Advanced: Customizing Your Mac (Session 20)
- Advanced: CRASH! How to Protect Your Mac from Data Loss, Viruses, and More (Session 74)
- Advanced: 50 Power User Tips in 50 Minutes (Session 86)
- Advanced: The Care and Feeding of Your Hard Disk (Session 98)

A Guide to the Conference Program

5. The Mac in Big Business — no-nonsense pointers to help solve the unique problems of users in medium-to-large organizations, along with discussions of the possible impact of developing trends and technologies in the Mac marketplace.

- Mac-to-Host Solutions (Session 7)
- Enterprise-Wide Mail for Medium and Large Networks (Session 19)
- The MS-DOS/Mac Connection (Session 31)
- Hot Mac-to-VAX Issues (Session 43)
- Building a Support and Training Organization (Session 61)
- CL/1: The Key to Macs and the Corporate Database (Session 73)
- Upgrading to System 7.0 (Session 85)
- Executive Information Systems (EIS) and the Mac (Session 97)

6. Programmer/Developer Forums — the place for veteran and novice techies to brainstorm and learn about innovative advances and techniques.

- The C++/MPW Report (Session 6)
- Object-Oriented Programmer Tools (Session 18)
- The Developer's Toolkit (Session 30)
- The MacApp Report (Session 42)
- New Adventures in Programming: The In's and Out's of INITs (Session 60)
- The Software Developer Roundtable (Session 72)
- Extending the Macintosh User Interface Design Standards (Session 84)
- Meet the Programmers! (Session 96)

7. Special Interest Group Meetings — sessions to serve the needs of users in an amazingly broad range of settings who are seeking new ways to prosper and profit from the Mac. Includes —

Education Workshops — a golden opportunity for teachers and administrators from kindergarten through graduate school to learn how their colleagues across the country are using the Mac to great advantage:

- Applications for Your Classroom (Session 17)
- HyperCard in Education (Session 29)
- Desktop *Publish*, Don't Perish! (Session 59)

How-To's for the Home Office/Small Business — resources and recommendations especially useful to the Macintosh home office workers.

- The Home Office/Small Business Survival Guide —
Part 1: Beyond the Office (Session 41)
Part 2: In the Office (Session 95)

Other Special Interest Group sessions:

- Meet the International Press (Session 5)
- The Mac in Health Care (Session 71)
- The Mac in the Law Office (Session 83)

8. Late-Breaking/Popular Demand Topics — to keep our conference program (and you!) up-to-the-minute, we've topped off the agenda with sessions to reflect the newest market developments — and special requests. Included here are the ever-popular MACWORLD Expo User Group Extravaganza (MUSE) sessions, the indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

Here's a quick rundown of the late-breaking/popular demand sessions:

- MACWORLD Magazine Presents: Our Views on Apple (Session 11)
- The Mac is Supposed to be Fun! (Session 23)
- MacWEEK Presents: MACWORLD Expo News Analysis (Session 35)
- MUSE, Part 1: What's New and Exciting on the Show Floor (Session 47)
- The Macintosh Way (Session 57)
- Bringing CD-ROM into the Mainstream (Session 69)
- Future Directions for the Mac: Enabling Mainstream Applications (Session 81)
- MUSE, Part 2: Agenda to be determined on-site! (Session 93)

User Group Welcoming/Unwinding/Meeting Place (UGWUMP) —

As a special service to the 1300+ Macintosh user groups nationwide, MACWORLD Expo is providing a unique opportunity for "people-networking." On Tuesday April 10 through Friday April 13, Room 412 at Civic Auditorium and Room 212 at Moscone Center will be set up as the UGWUMPs (User Group Welcoming/Unwinding/Meeting Places), so that you can:

- meet other members of user groups from near and far;
- exchange newsletters and literature with other groups;
- share ideas and success stories;
- hear about innovative programs other user groups have started in their regions;

- discover the exciting network that is growing rapidly among user groups in the U.S.;
- learn how to start a group in your area;
- and more!

The UGWUMPs will be open:

- Tuesday and Friday: 9:00 a.m. - 3:00 p.m.
- Wednesday and Thursday: 9:00 a.m. - 6:00 p.m.

(The UGWUMP is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a Conference ticket.)

Conference Program Descriptions

Wednesday

Wednesday, April 11

10:00-10:50

Session 1, Arena

B&C

Opening Session:

Multimedia: What It's All About, What It Can Mean to You

A dazzling demonstration so you can see for yourself what all the excitement is about over this multimedia buzzword. You'll see applications ranging from the everyday environment to situations that rival *Star Wars* in their technological complexity. You be the judge: is multimedia something that holds bright promises for *your* future? Don't miss this opportunity to find out!

Wednesday, April 11

11:00-11:50

Session 2, Arena

B&C

Keynote Presentation:

Macintosh:

Gateway to the 21st Century

John Sculley, Chairman and CEO, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Wednesday, April 11

1:00-1:50

Session 5, Room J

MOS

Special Interest Group Meeting:

International Issues:

Meet the "International" Press

What are the best strategies to attract international press? How should advertising and public relations campaigns be designed for overseas markets? How do you initiate communications and maintain ongoing relationships with international magazines and newsletters? How can these publications best serve your needs for international market intelligence? What are

the do's and don'ts of working with international press as concerns news coverage and advertising? Come to this panel and find out . . .

Randy Green, President, GreenTree Associates, Inc., One Faneuil Hall Marketplace, Boston, MA 02109 (Moderator);

Simon Kelly, Publisher, *MACWORLD*, U.K., c/o CW Communications, 99 Gray's Inn Road, London WC1X 8UT England;

Robert Sprung, Editor, MarketScan, Harvard Translations, 17 Arlington Street, Boston, MA 02116.

Wednesday, April 11

1:00-1:50

Session 6, Room 200

MOS

Programmer/Developer Forum:

The C++/MPW Report

Apple's MPW implementation of AT&T's C++ language has now been available for several months. Attend this session for an update on C++ on the Macintosh, including:

- the experiences of those who are using C++ on the Mac;
- the difficulties in learning the rich C++ feature set;
- an update on the status of C++;
- the use of an alternative to C++ — Symantec's THINK C with classes;
- an update on several other important MPW-related projects.

Neal Goldstein, President, Neal Goldstein Design, Inc., 430 Cowper, Palo Alto, CA 94301 (Moderator);

Mike Kahl, Principal Architect, Symantec Corporation, 135 South Road, Bedford, MA 01730;

Jordan Mattson, MPW Product Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Tim Swihart, Product Manager, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Wednesday, April 11

1:00-1:50

Session 7, Room F

MOS

The Mac in Big Business:

Mac-to-Host Solutions

This panel, which includes users from both corporate and academic environments, focuses on the ways in which Macs can be effectively connected to mainframe computers. Members of the panel will discuss the methods they've used successfully for mainframe connectivity, ranging from terminal emulation to MacWorkStation and MacAPPC.

David R. Kosiur, Editor and Publisher, *Connections*, P.O. Box 5894, Fullerton, CA 92635 (Moderator).

Wednesday, April 11

1:00-1:50

Session 8, Room K

MOS

Introductory User Workshop:

Getting Started on Your Mac

Specifically designed for the Macintosh beginner, this session covers subjects especially valuable to the new user. You will learn: useful hints, tips, and shortcuts; what type of hardware and software are best for your needs; where to find the kind of training that will help you the most; how to find good computer dealers and retailers; how concerned you need to be about viruses. Plus, the confusing version numbers and upgrade options will be explained. And more! Bring your questions for discussion. You'll take home some very helpful tips to make you more proficient and your Mac more productive.

Rob Hafer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Bob West, Chairman, Apple Corps of Dallas, 4910 Valley Ridge #1035, Irving, TX 75062.

Conference Program Descriptions

Wednesday, April 11

1:00-1:50

Session 9, Room 105

B&C

The Multimedia Mac:

Multimedia: How Much? How Soon? When Will the Dream Be Realized?

The concept of multimedia computing has yet to realize its full potential; but over the last year, many new technologies and related products have been developed to bring us closer to the promise it holds. In this session, a panel of leading experts on the subject will discuss the progress that has been made, and share their insights on how multimedia computing is developing and where the technology is headed. Also included will be a look at how multimedia computing is being used in presentations, education, training, and entertainment, along with a discussion of its probable impact on communications over the next few years.

Tim Bjarin, Publisher, Multimedia Computing & Presentations, Creative Strategies Research International, 2900 Gordon Avenue, Suite 100, Santa Clara, CA 95051 (Moderator);
Nolan Bushnell, Chairman, Vent, Inc., 110 Pioneer Way, Mountain View, CA 94041;
Reese Jones, President, Farallon Computing, Inc., 2201 Dwight Way, Berkeley, CA 94704;
David Bohrman, Executive Producer ABC News Interactive, 7 West 66th Street, New York, NY 10023;
Bob Stein, Publisher, The Voyager Company, 1351 Pacific Coast Highway, Santa Monica, CA 90401.

Wednesday, April 11

1:00-1:50

Session 10, Room 106

B&C

Designer Solutions:

Computer Shock: An Intro to the Mac for Graphic Designers

This will be a fast-paced, 50-minute trip for people involved with graphics who would like to use the Macintosh as a tool to increase their productivity. From a graphic artist's point-of-view, we'll discuss what you need to begin and what results you should expect. Our speakers will also talk about how their work has changed, now that they use desktop publishing.

Paul D. Parisi, Principal, Datalex Corporation, 62 High Street, Suite 4, Topsfield, MA 01983 (Moderator);
Mary Jane Westland, Principal, Westland Graphics, 20 Fairview Drive, Southboro, MA 01772.

Wednesday, April 11

1:00-1:50

Session 11, Room 415

B&C

Late-Breaking/Popular Demand Session:

MACWORLD Magazine Presents: Our Views on Apple

You won't want to miss this session, in which famous and long-standing members of the Macintosh community — and a few surprise attendees — share some startling insights and opinions on future directions for Apple Computer!

Moderator:

Jerry Borrell, Editor-in-Chief, *MACWORLD*, 501 Second Street, San Francisco, CA 94107.

Wednesday, April 11

1:00-1:50

Session 12, Room 413

B&C

Software Review Session:

Software Review: Utilities

A solid overview of currently available Macintosh utility software, including the pro's and con's of the best-selling products in the marketplace, as seen by the editors at *MacWEEK*, including:

Becky Waring, Senior Editor/Reviews (Moderator);
Stephen Howard, Assistant Editor;
Henry Norr, Group Editor/News; and
David Ramsey, Contributing Editor, *MacWEEK*, 301 Howard Street, San Francisco, CA 94105.

Wednesday, April 11

2:30-3:20

Session 17, Room J

MOS

Special Interest Group Meeting:

Applications for Your Classroom

The Macintosh is being used in classrooms all across the country, for many different activities and at all different grade levels. This panel of educators will discuss the wide range of software being used in these classrooms — from paint-and-draw programs, to word processing and desktop publishing, to programs that let the students learn at their own pace in a variety of curriculum subjects.

Bill Blakemore, Faculty, Moapa Valley High School, Clark County School District, Overton, NV 89040;
Linda Smith, Faculty, Fuqua Elementary School, 1111 Wheeler Avenue, Terre Haute, IN 47802;
Cheryl Zuckerman, Macintosh Education Forum Leader, America Online, 238 Congress Road, New City, NY 10956;

Conference Program Descriptions

Wednesday, April 11

2:30-3:20

Session 18, Room 200

MOS

Programmer/Developer Forum:

Object-Oriented Programmer Tools

Panel members will describe some of the latest development systems for object-oriented programming on the Mac, including MacApp, Prograph, Smalltalk-80, Smalltalk/V, and THINK Pascal 3.0. For each of these development systems, the panel will briefly describe existing tools for class design, user interface design, code management, compiling and linking, and debugging. Third-party tools for these systems will also be discussed.

David A. Wilson, President, Personal Concepts, 635 Wellsbury Way, Palo Alto, CA 94306 (Moderator);

Philip Cox, Vice President, Research & Development, TGS Systems, 1127 Barrington Street, Suite 19, Halifax, Nova Scotia B3H 2P8 Canada;

David Neal, Senior Software Engineer, Symantec Corporation, 135 South Road, Bedford, MA 01730;

Russ Pencin, Computer Scientist, ParcPlace Systems, 1550 Plymouth Street, Mountain View, CA 94043;

Dan Shafer, Author/Consultant, 277 Hillview Avenue, Redwood City, CA 94062.

Wednesday, April 11

2:30-3:20

Session 19, Room F

MOS

The Mac in Big Business:

Enterprise-Wide Mail for Medium and Large Networks

Enterprise-wide mail systems provide a cost-effective way of linking an entire company with itself and with its suppliers and contractors, which often involves multiple sites and multiple hardware platforms. Incorporating Macintoshes into this system means making a choice between using a Mac-based mail application as the Mac's "one window into many worlds," or using a mainframe-based mail application as the "one world with many

windows" approach. In this session, panelists will discuss the different approaches and the suitability of the popular Mac mail products for each.

Kurt VanderSluis, President, The Network Group, 128 North 82nd, Seattle, WA 98103 (Moderator);

Mike Leonardich, Manager of Applications Engineering, American President Lines, 1800 Harrison Street, 8th Floor, Oakland, CA 94612;

Steve Webster, Trans-Canada Pipeline, 129 Jefferson Avenue, Toronto, Ontario M6K 3E4 Canada.

Wednesday, April 11

2:30-3:20

Session 20, Room K

MOS

Advanced User Workshop:

Customizing Your Mac

Inside tips for hard-disk users on how to make all of your work run faster, smoother, and more efficiently. You'll get advice on how to structure folders and save-files; learn how to add command-key shortcuts to any menu in any program you own; look at ways to personalize both the appearance and the sound of your Mac; see how to install your own FKeys and INITs; and find out about some especially powerful and useful desk accessories. No need to be a technical wizard to unlock the power of your Mac.

Jim Heid and Lon Poole, Contributing Editors, *MACWORLD*, 501 Second Street, San Francisco, CA 94107.

Wednesday, April 11

2:30-3:20

Session 21, Room 105

B&C

The Multimedia Mac:

Multimedia in Action: Case Studies of Successful Applications

A panel of key multimedia players contributing to a wide spectrum of industries, usages, and functions gather to demonstrate, discuss, compare, and contrast the application of multimedia tools and techniques to diverse busi-

ness and information systems problems.

Alfred J. Mandel, Executive Vice President, Redgate Communications Corporation, 185 Berry Street, Suite 5401, San Francisco, CA 94107 (Moderator);

Eric Alderman, Senior Partner, The HyperMedia Group, 5900 Hollis St. Suite 0, Emeryville, CA 94608;

Jack Butler, President, Butler Graphics, 316 Town Center Drive, Troy, MI 48084;

Art Guerrero, Director, Creative Computing, Eisaman Johns & Laws Advertising, 6255 Sunset Boulevard, Los Angeles, CA 90028.

Wednesday, April 11

2:30-3:20

Session 22, Room 106

B&C

Designer Solutions:

Facts and Myths About Desktop Color

An overview of the technology and an update on the real-world solutions — combinations of hardware and software — that actually work right now. The panelists include sophisticated users who are already producing usable color work from the Mac. This session will appeal to the many users who are beginning to work with this technology. Attendees will receive a reprint of an issue of *MacPrePress* that summarizes the state of color on the Mac, and lists the names of the players expected to carry the technology forward.

Kathleen Tinkel and Steve Hannaford, Co-Publishers, *MacPrePress: The Weekly Faxletter*, 12 Burr Road, Westport, CT 06880 (Moderators);

Michelle Blank, Letraset USA, 40 Eisenhower Drive, Paramus, NJ 07653;

Russell Brown, Senior Art Director, Adobe Systems, 1585 Charleston Road, Mountain View, CA 94039;

Gary Thompson, Thompson & Thompson, 501 Castle Shannon Boulevard, Pittsburgh, PA 15234;

Michael Thorne, Technical Publication Systems, 2205 Sacramento Street, San Francisco, CA 94115.

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Conference Program Descriptions

Wednesday, April 11

2:30-3:20

Session 23, Room 415

B&C

Late-Breaking/Popular Demand Session:

The Mac is Supposed to be Fun!

Everyone knows that the Macintosh is a solid member of the business community — industrious, versatile, and gets along with others. However, not everyone realizes that Mac also likes to get down and PARTY!!! Come see the latest in games available for your Mac, and discuss why there aren't even more!

Don Brown, Senior Programmer, CE Software, 1854 Fuller Road, West Des Moines, IA 50265 (Moderator);

Chris Crawford, Author/Consultant, 5251 Sierra Road, San Jose, CA 95132;

Steven Levy, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107;

Adrian Mello, Senior Editor/Features, *MACWORLD*, 501 Second Street, San Francisco, CA 94107.

Wednesday, April 11

2:30-3:20

Session 24, Room 413

B&C

Software Review Session:

Software Review: CAD

The world of Computer-Aided Design (CAD) software has seldom been dissected by market and use. This session, will segment the market into Mechanical and Architectural pieces; in each, low-, middle-, and high-end packages will be discussed. Additionally, the session will address the differences between CAD and Technical Illustration. There will be a total of 20 CAD packages ranked and discussed, Design Your Own Home to AutoCAD and ModaCAD. Specialized markets will be addressed by request; finally, the reviewer will play "Ask Me Anything!" for the last 10 minutes of the session.

Doug Houseman, CAD Columnist, *MACWORLD* and *Macintosh-Aided Design*, One Penn Plaza, 40th Floor, New York, NY 10119.

Wednesday, April 11

4:00-4:50

Session 29, Room J

MOS

Special Interest Group Meeting:

HyperCard in Education

A schoolbag full of super shortcuts and insider's insights for taking advantage of HyperCard's power and versatility in an educational setting.

Roger Wood, Editor, *HyperLink Magazine*, P.O. Box 7723, Eugene, OR 97401 (Moderator);

George Beekman, Assistant Chairman for Undergraduate Instruction, Oregon State University, Computer Science Department, Corvallis, OR 97331;

Don Crabb, Director, Laboratories, Department of Computer Science, University of Chicago, 1100 East 58th Street, Chicago, IL 60637.

Wednesday, April 11

4:00-4:50

Session 30, Room 200

MOS

Programmer/Developer Forum:

The Developer's Toolkit

An invaluable assortment of programming tips, insights, and tried-and-true tricks of the trade for writing applications for the Macintosh, including an inside look at compilers, debuggers, and more.

Darin Adler, Cheese Host, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

David Beaver, President, The Automation Group, Inc., 340 Townsend Street, Suite 414, San Francisco, CA 94107;

Scott Knaster, Writer/Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

David Richey, Principal, Bear River Institute, P.O. Box 1900, Berkeley, CA 94701;

Keith Rollin, Technical Support Engineer, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Wednesday, April 11

4:00-4:50

Session 31, Room F

MOS

The Mac in Big Business:

The MS-DOS/Mac Connection

Contrary to popular belief, the Macintosh and IBM PC can work together easily — without dividing data and users into two incompatible camps. This session explains all the options for achieving a smooth and productive workflow between PC and Mac users, covering solutions from direct connections, to exchanging floppy disks, to networking. Find out the best ways to move your data — and your employees — between America's two leading business machines.

Paul D. Parisi, Datalex Corporation, 62 High Street, Suite 4, Topsfield, MA 01983.

Wednesday, April 11

4:00-4:50

Session 32, Room K

MOS

Introductory User Workshop:

Getting Started in Desktop Publishing

Choosing the right desktop publishing tools from what is now a confusing array demands some hard decisions. This session is designed to provide you with the background you'll need on the most popular desktop publishing products, along with tips, insights, and guidelines on how to choose and use the hardware and software that best meet your particular needs.

Susan Gubernat, Editor, *Publish!*, 501 Second Street, San Francisco, CA 94107 (Moderator);

Diane Burns, President, TechArt, 400 Pacific Avenue, San Francisco, CA 94133;

Randall P. Simon, Publications Director, BMUG, 1442A Walnut Street #62, Berkeley, CA 94709-1496;

Kate Hatz Thompson, Partner, The MacConsortium, 53 Creighton Street, Cambridge, MA 02140.



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Conference Program Descriptions

Wednesday, April 11

4:00-4:50

Session 33, Room 105

B&C

The Multimedia Mac: How to Get Started with Multimedia

Excited about the dazzling promises of multimedia, but haven't a clue where to begin to cash in on its many benefits? This session will draw you a road map, and in the process get you more excited than ever about multimedia — since the two session leaders are, quite arguably, more knowledgeable (and charismatic!) about the topic of multimedia than anyone else in the world.

Jan Lewis, President, Lewis Research Corp., 108 E. Fremont Ave., Suite 122, Sunnyvale, CA 94087 (Moderator);

Marc Canter, Chairman and Founder, MacroMind, Inc., 410 Townsend, Suite 408, San Francisco, CA 94107;

Jay Fenton, Principal Engineer, Farallon Computing, Inc., 2201 Dwight Way, Berkeley, CA 94704.

Wednesday, April 11

4:00-4:50

Session 34, Room 106

B&C

Designer Solutions:

CAD Update: The Users Report

Users from a variety of settings describe their successes (or lack of same!) with the Macintosh in computer-aided design.

Joe Greco, Senior CAD/CAM Editor; and

Doug Houseman, Contributing Editor, *Macintosh-Aided Design*, One Penn Plaza, 40th Floor, New York, NY 10119 (Moderators);

Dan Klitsner, Industrial Designer, Klitsner Design, 636 Fourth Street, San Francisco, CA 94107;

Creighton Nolte, AIA, President, Creighton Nolte & Associates, 744 G Street, Suite 209, San Diego, CA 92101;

Chipp Walters, Senior Partner, Design Edge, Inc., 14503 Bammel-N. Houston, Suite 205, Houston, TX 77014.

Wednesday, April 11

4:00-4:50

Session 35, Room 415

B&C

Late-Breaking/Popular Demand Session:

MacWEEK Presents: MACWORLD Expo News Analysis

Don't wait till next week! Join *MacWEEK* top editors for an up-to-the-minute analysis of MACWORLD Expo's most significant news developments.

Dan Ruby, Editor; Daniel Farber, Executive Editor;

Henry Norr, Group Editor/News;

Anita Malnig, Group Editor/Technology; and

Raines Cohen, Technical Analyst, *MacWEEK*, 301 Howard Street, San Francisco, CA 94105.

Wednesday, April 11

4:00-4:50

Session 36, Room 413

B&C

Software Review Session:

Software Review: Databases

The Macintosh information-processing market now features a dozen products, from simple flat-file managers to powerful programmable relational databases. After explaining the practical differences between flat files and relational structures, this session by *MACWORLD* will concentrate on four popular high-end relationals: Double Helix 3, 4th Dimension, Omnis 5, and Fox-BASE+/Mac 2.0. You'll see the mechanics of setting up a simple file manager, and outline the work involved in developing a complete application in each one.

Charles Seiter, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107.

Wednesday, April 11

5:00-5:50

Session 41, Room J

MOS

Special Interest Group Meeting:

The Home Office/Small Business Survival Guide, Part 1: Beyond the Office

Maintaining a thriving home-based business depends on staying connected with the outside world. This session will explore how small businesses can use the Mac to expand beyond the office walls. Including: how to stay in touch by modems and fax machines; tips on promoting a business to get new clients; dealing with subcontractors; and the panel's favorite resources for staying up-to-date on Macintosh information.

Terri Lonier, Lonier Associates, 111 Plains Road, New Paltz, NY 12561;

Tim Celeski, Tim Celeski Studios, 6743 Beach Dr., Seattle, WA 98136;

Eda Warren, Desktop Publishing Services, Inc., 3110 North Clybourn Avenue, Chicago, IL 60618.

Wednesday, April 11

5:00-5:50

Session 42, Room 200

MOS

Programmer/Developer Forum:

The MacApp Report

An overview of recent changes to MacApp, Apple's object-oriented programming framework, along with a chance to hear MacApp developers relate their success stories and what it's like to program in an object-oriented environment.

Carl Nelson, President, MacApp Developers' Association, 4327 Rucker Avenue, Everett, WA 98203.

Steve Burbeck, Product Manager, Object-Oriented Developer Products, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Roger Dunn, Manager, Macintosh Systems Integration, KPMG Peat Marwick, 1755 Embarcadero Road, Suite 200, Pal Alto, CA 94303;

David Neal, Senior Software Engineer, Symantec Corporation, 135 South Road, Bedford, MA 01730.

Conference Program Descriptions

Wednesday, April 11

5:00-5:50

Session 43, Room F

MOS

The Mac in Big Business: Hot Mac-to-VAX Issues

A new breed of application is starting to make an impact in the Mac-to-VAX world. Unlike current applications that work primarily on either the Mac or the VAX, cooperative applications operate on both computers simultaneously. This session will examine some of these applications, and discuss their impact on Mac-to-VAX connectivity.

Brita Meng, East Coast Editor, *MACWORLD*, 33 West Street, Fifth Floor, Boston, MA 02111 (Moderator);
Daniel Cheifetz, President, Odesta Corporation, 4084 Commercial Avenue, Northbrook, IL 60062;
Apple Computer representative to be announced;
Digital Equipment representative to be announced.

Wednesday, April 11

5:00-5:50

Session 44, Room K

MOS

Introductory User Workshop: A Friendly Guide to HyperCard

Everything you need to get up and running on HyperCard. In this session, seminar leaders demonstrate stacks, share scripts, and answer questions about stack design for aspiring HyperCard users and developers.

David Drucker, President, Drucker Associates, 2B Chester Street, Cambridge, MA 02140;
Amanda Goodenough, Author, *Amanda Stories*, 1025 Martin Road, Santa Cruz, CA 95060;
Dan Winkler, Engineer Extraordinaire, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Wednesday, April 11

5:00-5:50

Session 45, Room 105

B&C

The Multimedia Mac: Animation Wizardry

The experts show you how to use Macromind Director, HyperCard, and other products to incorporate animation into multimedia presentations. Topics include animation for Hollywood movies, television, and industrial applications.

Erfert Fenton, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);
Stuart Sharpe, Sound/Vision Designer, c/o MacroMind, Inc., 410 Townsend, Suite 408, San Francisco, CA 94107;
Bob Walther, Principal, The Sorcerer's Apprentice, 1716 Madison Road, Cincinnati, OH 45206;
Lynda Weinman, Principal, Lynda Weinman Animation, 318 South Sparks Street, Burbank, CA 91506.

Wednesday, April 11

5:00-5:50

Session 46, Room 106

B&C

Designer Solutions: Graphic Tools for Designers: Which to Buy for What

Deciding which tools to use can be both difficult and expensive. Come to this session to get an overview of the available tools and how they can make your life both easier and more difficult — from illustration to page layout to type.

Paul D. Parisi, Principal, Datalex Corporation, 62 High Street, Suite 4, Topsfield, MA 01983;
Arnie Hurty, Senior Design Associate, *MACWORLD*, 501 Second Street, San Francisco, CA 94107;
Mary Jane Westland, Principal, Westland Graphics, 20 Fairview Drive, Southboro, MA 01772.

Wednesday, April 11

5:00-5:50

Session 47, Room 415

B&C

Late-Breaking/Popular Demand Session: Macworld Expo User Group Extravaganza (MUSE), Part 1:

What's New and Exciting on the Show Floor!

If you haven't yet joined a user group, this is the place to come see first-hand the kind of benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of user groups nationwide for a massive userfest. The purpose of this session is twofold: (1) to provide a completely unbiased, knowledgeable source of information on the most useful, most exciting products on the *MACWORLD* Expo show floor; and (2) to serve as a User Group Idea Exchange, by presenting a powerhouse of the best and the brightest tips for running a user group — plus creating a nationwide network of the people who have put those very ideas to the test. Towards these ends, this panel of user group reps will offer an indisputably reliable source for users to share information, compare tips and strategies, discuss their concerns and problems, and get hard-hitting answers to questions.

(The MUSE is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a Conference ticket.)

Jack Hodgson, Founding Director, BCS.MAC; c/o Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 (Moderator);
Doug Baldwin, Member of the Board, National Macintosh Computer Society, P.O. Box 8539, Coral Springs, FL 33065;
Steve Costa, Software Librarian, BMUG, 1442A Walnut, Suite 62, Berkeley, CA 94709;
Rob Hafer, BCS.Mac, 48 Grove Street, Somerville, MA 02144;
Eliot Lipps, Vice President, Los Angeles Mac User Group, 12021 Wilshire Boulevard, Suite 349, Los Angeles, CA 90024;

MacWorld[®] Developer Training Sessions & Courses

at Moscone Center

Sponsored by
Apple Computer, Inc.

Have a great idea for a software application that you'd like to develop for commercial or in-house use?

Want to customize a program for home or business and need some help getting started?

Here are some sessions — for beginning and intermediate programmers — to get you started.

Wednesday, April 11

Room 250:

10:00 - 12:00 a.m.

Fundamentals of Macintosh® Programming
(Training Course)

Learn about the structure and design of Macintosh applications, and how the Macintosh Operating System manages user and system events.

1:00 - 2:00 p.m.

Collaborative Application Tools Overview

An overview and demonstration of AppleCAT® architecture, and the functionality and use of each tool at a high level.

2:30 - 3:30 p.m.

MacWorkStation™ Report

An overview and demonstration of MacWorkStation programs, including the use of available utility programs.

Room 262:

10:00 - 12:00 a.m.

A Technical Introduction to MacApp® & Object Technology Programming

Introductory seminar on object technology programming using MacApp. Provides a broad overview of MacApp software and demonstrates what it's like to develop a complete application.

1:00 - 2:00 p.m.

Development Tools for Educators

Review of authoring, multimedia, AI, A/UX and traditional tools strategy appropriate to educators interested in instructional research or administrative computing.

2:30 - 3:30 p.m.

Getting Started in Macintosh Programming

Attend this session to learn what it takes to begin programming your Macintosh for fun and profit.

4:00 - 5:00 p.m.

Communication Toolbox (CTB)

CTB allows both commercial and in-house developers to develop distributed applications without knowing detailed information about the network plumbing.

Thursday, April 12

Room 250:

10:00 - 12:00 a.m.

Fundamentals of Macintosh Programming
(See previous description.)

1:00 - 2:00 p.m.

CASE Solutions

This session will cover demonstrations and overviews of CASE tools currently available for the Information System (IS) professional.

2:30 - 3:30 p.m.

Revitalizing Host Applications

How IS managers can extend the life of host based applications. Discussion includes HyperCard, Mitemview and MacWorkStation.

4:00 - 5:00 p.m.

MacApp Programming

Learn how MacApp can improve your productivity.

Room 262:

10:00 - 12:00 a.m.

A Technical Introduction to MacApp & Object Technology Programming
(See previous description.)

1:00 - 2:00 p.m.

Macintosh Programmers Workshop: 1990

MPW® is the programming environment of choice for most developers of commercial Macintosh software. Learn about its unique features.

2:30 - 3:30 p.m.

Macintosh Allegro Common Lisp™

Discussion will include the technical ins and outs of Apple's Lisp platform for artificial intelligence work and advanced prototyping.

Friday, April 13

Room 250:

10:00 - 11:00 a.m.

Prototyping Macintosh Applications

Learn how to reduce your development time by using prototyping tools and automatic code generators.

11:15 a.m. - 12:15 p.m.

Developing Applications for Macintosh

Introduction for in-house programmers on the range of tools for custom application development on the Macintosh. Includes CL/1, Oracle, Sybase and more.

1:00 - 2:00 p.m.

Getting Started in Macintosh Development
(See previous description.)

2:15 - 3:15 p.m.

MacTCP®

The function, structure, and applications that currently run atop MacTCP.

Room 262:

10:00 - 11:00 a.m.

User Programming and HyperCard®

Learn how HyperCard enables users to control structures which were formerly available only to programmers.

11:15 a.m. - 12:15 p.m.

Apple-Digital Integration Tools Update

An update on the Apple-Digital alliance, including the architecture, developer tools and third-party products available to integrate Macintosh with the VAX and DECnet.

1:00 - 2:00 p.m.

A/UX Overview

An overview of A/UX, and how it can be used as a development tool.

2:15 - 3:15 p.m.

Enhancing Host Databases for Macintosh

Introduction for IS managers on the tools and technologies that integrate Macintosh with host databases.

Macintosh, AppleCAT, MacApp, MPW, MacTCP and HyperCard are registered trademarks of Apple Computer, Inc. MacWorkStation is a trademark of Apple Computer, Inc. Allegro Common Lisp is a trademark of Franz, Inc.

Conference Program Descriptions

Tony Oppenheim, Vice President, New York Mac User Group, 688 Sixth Avenue, New York, NY 10010;
Andy Reese, Past President, Apple Corps of Dallas, 10919 Cromwell Drive, Dallas, TX 75229;
Len Wines, Chairman, USC MUG, 1025 S. Sierra Bonita, Los Angeles, CA 90019-2572.

Wednesday, April 11

5:00-5:50

Session 48, Room 413

B&C

Software Review Session:

Software Review:

Accounting Packages

MacBusiness Journal hosts this informative summary of the best-selling accounting software for the Mac, including guidelines on what to look for when selecting a package to best meet your particular accounting needs.

Thursday

Thursday, April 12

10:00-10:50

Session 51, Arena

B&C

The MACWORLD Expo Great Debates, Part 1:

The Apple/Adobe Font Wars: How Can the Customer Win?

It used to be simple: LaserWriters ran PostScript from a company called Adobe; and when you needed type, Adobe supplied that too. But now Apple and Microsoft have lined up to challenge Adobe with a font format they're billing as a "second-generation technology." Issues such as compatibility between systems are seemingly up in the air; millions in sales dollars are at stake; and industry experts are crying "Font War!" What's really going on, and how can you win? Get the facts when the sides face off in classic debate style at this session.

Thursday, April 12

11:00-11:50

Session 52, Arena

B&C

Keynote Presentation:

Three Steps in a Love Affair

Jean-Louis Gasse, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.

Thursday, April 12

1:00-1:50

Session 55, Room J

MOS

The Multimedia Mac:

A Guide to Multimedia Peripherals

Explore the products you need to merge sound, graphics, and video on the Mac. Find out what's available now and what's coming. Hear what today's products can and cannot do, and ask what needs to happen for multimedia to grow.

David Ushijima, Executive Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);
Carl Calabria, Director of Engineering, Truevision, Inc., 7351 Shadeland Station, Suite 100, Indianapolis, IN 46256;
Shaun Deane, Video Evangelist, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;
Tom Rielly, Marketing Manager, Farallon Computing, Inc., 2201 Dwight Way, Berkeley, CA 94704;

Jim Sandy, National Sales Manager, Sony Corporation of America, Sony Drive, MD 317A, Park Ridge, NJ 07656;

Pioneer Communications of America, Inc. representative to be announced.

Thursday, April 12

1:00-1:50

Session 56, Room K

MOS

Designer Solutions:

Fonts, Formats, and ATM: Finding the Right Solution

A quick update on the "format wars" and a reassuring look at the future for users of digital type on the Macintosh. While technical issues — PostScript vs. the Royal format, Type 1 vs. Type 3 fonts, etc. — will be covered, the panelists will be constrained to illuminate the practical short-term future for users of fonts on the Mac, a group that includes graphic designers, service bureau operators, in-house printing directors, desktop publishers, and people responsible for producing presentations. Attendees will receive a reprint of *MacPrePress* that summarizes the state of Mac fonts.

Kathleen Tinkel and **Steve Hannaford**, Co-Publishers, *MacPrePress: The Weekly Faxletter*, 12 Burr Road, Westport, CT 06880 (Moderators);

Dan Barthel, The Font Company, 12699 North Tatum Boulevard, Suite 210, Phoenix, AZ 85032;

Joe Treacy, TreacyFaces, Inc., 111 Sibley Avenue, 2nd Floor, Ardmore, PA 19003;

Kevin Wandryk, Adobe Systems, Inc., P.O. Box 7900, Mountain View, CA 94039.

Thursday, April 12

1:00-1:50

Session 57, Room F

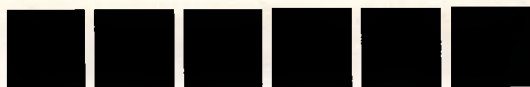
MOS

Late-Breaking/Popular Demand Session:

The Macintosh Way

Macintosh started as a personal computer. It became a cult. Then a phenomenon. Now, it's a way of doing business. Come to this session and hear Guy Kawasaki explain this unique approach to business.

Guy Kawasaki, Author, *The Macintosh Way*, 488 Cowper Street, Palo Alto, CA 94301.



Conference Program Descriptions

Thursday, April 12

1:00-1:50

Session 58, Room 200

MOS

Software Review Session:

Software Review:

Top-Selling Business Software

MacBusiness Journal provides you with a succinct overview of the most popular business software packages: their strengths and limitations; which appears to work most effectively in what kind of situations; and more.

Don Hicks, Managing Editor, *MacBusiness Journal*, P.O. Box 2140, Fall River, MA 02722.

Thursday, April 12

1:00-1:50

Session 59, Room 415

B&C

Special Interest Group Meeting:

Educators:

Desktop *Publish*, Don't Perish!

Many educators have a good manuscript but, for various reasons, the material may not be appropriate for a large textbook publisher. The seminar leaders for this session are educators who own a small press and publish several books each year using desktop methods, and in this session they will focus on: ways to get your material ready for publication and for market;

how to get an ISBN, a Library of Congress number, and copyright; how to determine book size, costs, makeup; hints on marketing to libraries and bookstores; and more. If you're in the "publish or perish" academic ratrace, this seminar is designed with you in mind!

Dr. Janie D. Osborn, Professor of Education, North Georgia College, Dahlonega, GA 30597;

Dr. D. Keith Osborn, Professor, Child Development/Education, The University of Georgia, 427 Aderhold, Athens, GA 30602.

L I V E O N T H E A I R !

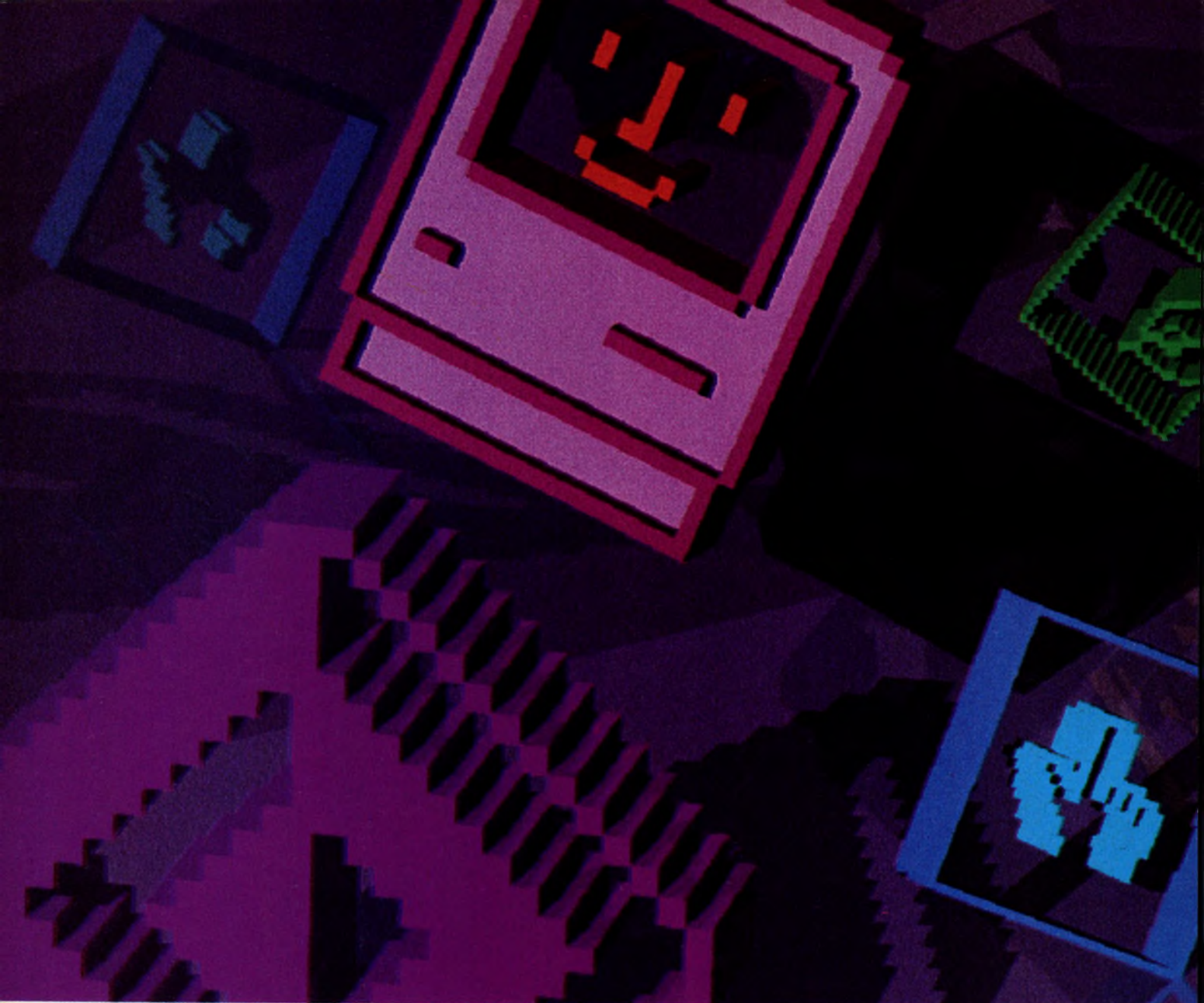
The RasterOps News Network

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A New Dimension In M

As a Macintosh owner, you spend a lot of money buying expensive application software. But when all is said and done, a spreadsheet, a word processor, and a paint program are general applications, often not capable of doing what you need them to do. They are separate, independent tools. They may have become indispensable to your work, but they don't work together to meet your specific needs.

If only you could tailor-make your own application that would do exactly what you want it to do, just the way you want to do it. Quickly, easily, and affordably.

Now you can, with Serius™ Desktop Programming tools.

For the beginner, Serius Programmer™ lets you create applications of any complexity, without any knowledge of programming languages such as C or Pascal. Using a simple graphical interface, you can assemble a custom application in minutes, by simply connecting icons on the screen. The icons represent objects such as windows, menus, or more sophisticated tools, called Power Objects™, like databases, animations, and full color painting programs. Other icons represent functions, which are operations that you can perform on the objects.

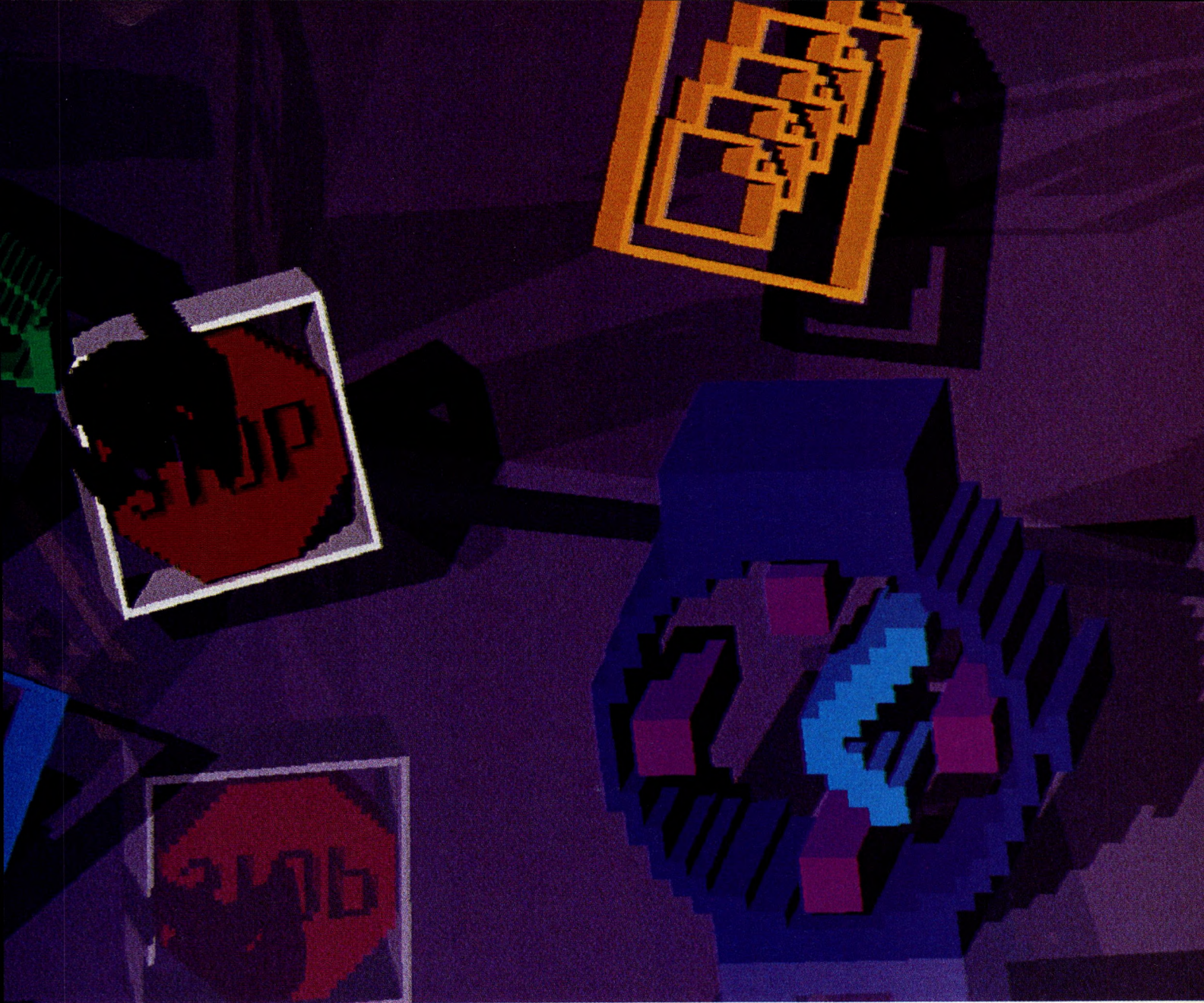


Illustration By Rob Magiera

Macintosh Programming.

Serius has a growing library of objects and functions available to owners of Serius Desktop Programming tools. The library presently includes a Color Painter Object, Animation Object, Communications Objects, and others. Each of these objects can be added to Serius Programmer simply by dragging a file in to a folder on your disk.

For the expert programmer, Serius Developer™ contains all the objects and functions in Serius Programmer. Plus the ability to create new objects and functions using your favorite programming language, such as C or Pascal. You can create something as simple as a routine that

adds two numbers, or as powerful as an entire word processor.

It's never been easier to build your own Macintosh applications. In a fraction of the time. At a fraction of the cost. Do it yourself with Serius Desktop Programming. **Phone: 800-876-6847**
FAX: 801-277-2440

SERIUS



Visit Us at Booth #5448, Brooks Hall.
Version 2.0 and Power Objects Now Shipping.

Conference Program Descriptions

Thursday, April 12

1:00-1:50

Session 60, Room 413

B&C

Programmer/Developer Forum:

New Adventures in Programming: The In's and Out's of INITs

Are you a programmer who has wanted to alter the behavior of the Macintosh? If so, you should know how to write an INIT. To the rescue: this panel of experienced INIT writers to answer your questions and provide tips on how to do it, what to do, and what not to do.

Steve Brecher, Owner, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086 (Moderator).

Thursday, April 12

1:00-1:50

Session 61, Room 106

B&C

The Mac in Big Business:

Building a Support and Training Organization

Solid advice on how to get started and how to avoid the pitfalls, from implementors of successful training networks at major corporations.

Bob Marder, Apple Support Coordinator, Westinghouse Electric, 9200 Berger Road, Columbia, MD 21045;
Terralee Parkinson, Management Systems Analyst, Hughes Aircraft, P.O. Box 9399, M/S 2062, Long Beach, CA 90810-0465.

Thursday, April 12

1:00-1:50

Session 62, Room 105

B&C

Introductory User Workshop:

Getting Started in Networking

This session will guide you through the alphabet soup surrounding networking, and will discuss some of the ways to link your Macs in a productive network.

Building on the "plug and play" concepts of LocalTalk, you'll see how you can easily build a small network and then determine when it's time to upgrade and redesign parts of your network for better efficiency. The panel will cover such issues as the AppleTalk network design, cabling choices, and problems with current network software.

Ron Gibbs, Project Leader, Dow Chemical Company, Central Research-E&G, 1776 Building, Midland, MI 48674;

Kee Nethery, Technical Marketing, Kagi Engineering, Inc., 1442A Walnut Street, Berkeley, CA 94709.

Thursday, April 12

2:30-3:20

Session 67, Room F

MOS

The Multimedia Mac:

Cutting-Edge Technologies: The Latest and the Greatest

The technology of multimedia is evolving almost too fast to follow. But some of the key components are starting to fall into place, providing a foundation for what is to come and letting real-life users solve real-life problems. Among these key components are authoring software, desktop video systems, and video compression/decompression. Our panelists will summarize the current state-of-the-art in these and related areas, and indicate likely future directions.

Dr. William L. Coggshall, President, Desktop Presentations, Inc., 253 Martens Avenue, Suite 10, Mountain View, CA 94040 (Moderator);

Charlie Jackson, President, Silicon Beach Software, P.O. Box 261430, San Diego, CA 92126;

Charles Ogden, Vice President, Marketing, ARTI, 307 Orchard City Drive, Suite 209, Campbell, CA 95008;

Alain Rossmann, Vice President, Sales, Marketing, and Operations, C-Cube Microsystems, 399-A West Trimble Road, San Jose, CA 95131.

Thursday, April 12

2:30-3:20

Session 68, Room K

MOS

Designer Solutions:

Maximizing Desktop Presentations

This session will explore the leading-edge methods that are currently being used to create exceptional desktop presentations. Included will be tips and how-to's, along with pitfalls to be avoided at almost any cost.

Keith J. Thompson, Principal, Datalex Corporation, P.O. Box 1209, Amherst, NH 03031 (Moderator);

Joseph Cillo, President, Presentation Arts, 700 Fifth Avenue, San Rafael, CA 94901;

Marc Loncar, Technical Supervisor, BBDO, 10960 Wilshire Blvd., Los Angeles, CA 90024

Kate Hatsy Thompson, Partner, The MacConsortium, 53 Creighton Street, Cambridge, MA 02140.

Thursday, April 12

2:30-3:20

Session 69, Room J

MOS

Late-Breaking/Popular Demand Session:

Bringing CD-ROM into the Mainstream

In the 1990s, multimedia will dramatically change the way people interact with their personal computers. Although the benefits to CD-ROM/multimedia technology have yet to be seen in the industry, there are many applications currently available that have made innovative use of this young technology. What's next?

Raines Cohen, Technical Analyst, MacWEEK, 301 Howard Street, San Francisco, CA 94105 (Moderator);

Peter Black, President, Xiphias, Inc., 8758 Venice Boulevard, Los Angeles, CA 90034;

Laura Jennings, Product Manager, Entry Business Unit, Applications Division, Microsoft Corporation, 16011 N.E. 36th Way, Redmond, WA 98073.

Conference Program Descriptions

Thursday, April 12

2:30-3:20

Session 70, Room 200

MOS

Software Review Session:

Software Review: Great Software You Might Not Have Heard About Yet

With Macintosh software being released at the rate of well over 100 new products a month, you might never even hear of a wonderful solution for one of your tasks. This session will teach you how to increase your probability of finding a buried treasure or two; the seminar leaders will tell you about a few they guarantee you haven't heard of — yet!

Steven Bobker, Contributing Editor, *MacUser*, 950 Tower Lane, 18th Floor, Foster City, CA 94404;
Robert Eckhardt, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107.

Thursday, April 12

2:30-3:20

Session 71, Room 413

B&C

Special Interest Group Meeting:

The Mac in Health Care

The use of the Macintosh within health-care settings, with a discussion of available software as well as software that is required but not currently released — making this session of primary interest to software developers as well as healthcare professionals. Included: applications in the medical office, hospital, and healthcare schools; CD-ROM applications; and Computer-Aided Instruction (CAI) within the residency setting.

Stuart Gitlow, M.D. (Moderator) and **T. Bradley Tanner, M.D.**, Western Psychiatric Institute and Clinic, University of Pittsburgh, 3811 O'Hara Street, Pittsburgh, PA 15213.
Lyndon S. Holmes, President, Aries Systems Corporation, 79 Boxford Street, North Andover, MA 01845;
Jahan Salehi, Vice President, Maya Computer Company, P.O. Box 18, Warren, VT 05674;

Thursday, April 12

2:30-3:20

Session 72, Room 415

B&C

Programmer/Developer Forum:

The Software Developer Roundtable

A lively discussion by a distinguished group of leading Macintosh industry pioneers and survivors, who offer insider's perspectives on the past and future of the Macintosh and Apple Computer.

Stewart Alsop II, Publisher, *P.C. Letter*, Three Lagoon Dr., Suite 160, Redwood City, CA 94065 (Moderator);
Nat Goldhaber, Partner, Cole Gilburne Fund, 2560 Ninth Street, Berkeley, CA 94710;
Heidi Roizen, President, T/Maker Graphics, 2115 Landings Drive, Mountain View, CA 94043;
Dave Winer, President, UserLand Software, 1100 Sharon Park Drive, Menlo Park, CA 94025.

Thursday, April 12

2:30-3:20

Session 73, Room 106

B&C

The Mac in Big Business:

CL/1: The Key to Macs and the Corporate Database

The special magic of CL/1 promises the ability to scoop data from virtually anywhere in the mainframe/minicomputer environment, and serve it up on the Mac with a flourish. This session will examine the validity of the promise, and provide you with a solid understanding of what you can realistically expect from CL/1.

David Beaver, President, The Automation Group, Inc., 340 Townsend Street, Suite 414, San Francisco, CA 94107 (Moderator).

Thursday, April 12

2:30-3:20

Session 74, Room 105

B&C

Advanced User Workshop:

CRASH! — How to Protect Your Mac from Data Loss, Viruses, and More

This session will supply you with both precautions you can take to keep your system from crashing, as well as helpful pointers (the result of many months of the most painful first-hand experience!) on how to recover should the precautions fail. Also included: a provocative look at where security invasions might be coming from and how to prevent them — plus tips on what to do once your privacy has been invaded.

Doug Rudman, Public Domain Librarian, Apple Corps of Dallas, 1706 DeLaforde, Carrollton, TX 75007;
Len Wines, Chairman, USC MUG, 1025 S. Sierra Bonita, Los Angeles, CA 90019-2572.

Thursday, April 12

4:00-4:50

Session 79, Room F

MOS

The Multimedia Mac:

Merging Networks & Multimedia

Multimedia technologies will change the way executives communicate within workgroups and organizations. This panel will discuss anticipated applications of multimedia systems and networks as communications tools for large companies. Also on the agenda: new software, third-party products, and planned Macintosh-related products, along with a debate about presentation standards.

Ted Leonsis, President, Redgate Communications Corporation, 660 Beachland Boulevard, Vero Beach, FL 32963 (Moderator);
Tim Bajarin, Publisher, *Multimedia Computing & Presentations*, Creative Strategies Research International, 2900 Gordon Avenue, Suite 100, Santa Clara, CA 95051;
John Scull, President, MacroMind, Inc., 410 Townsend, Suite 408, San

Conference Program Descriptions

Francisco, CA 94107;

Al Sisto, CEO, Barneyscan Corporation, 1125 Atlantic Avenue, Alameda, CA 94501;

Bill Warner, President, Avid Technology, Inc., 3 Burlington Woods, Burlington, MA 01803.

Thursday, April 12

4:00-4:50

Session 80, Room J

MOS

Designer Solutions:

Smart Design for Smart Publications: Principles of Effective Visual Communication for Desktop Publishing

This high-powered, high-performance oriented presentation will cover the essentials of type, symbols, color, layout, and the use of illustrations, charts, maps, and diagrams. The illustrated lecture shows how to organize, economize, and communicate complex information successfully. The seminar leader will show how to apply essential principles in case studies covering several kinds of publications.

N. Gregory Galle, Director of Design and Analysis, Aaron Marcus and Associates, 1196 Euclid Avenue, Berkeley, CA 94708-1640.

Thursday, April 12

4:00-4:50

Session 81, Room K

MOS

Late-Breaking/Popular Demand Session:

Future Directions for the Macintosh, Part 1: Enabling Mainstream Applications

With more than 4000 applications available, the Macintosh is a mature software environment; but computer users always want to know not history, but what happens next. Our distinguished panelists probably won't pre-announce their next round of products, but they can be counted on to speculate on the hardware requirements for where they would like to take software next, and the software products and categories they expect to create the next set of trends and markets.

Amy Wohl, President, Wohl Associates, 555 City Line Avenue, Suite 240, Bala Cynwyd, PA 19004 (Moderator);
Paul Brainerd, President, Aldus Corp., 411 First Ave. South, Seattle, WA 98104;

William V. Campbell, President, Claris Corp., 5201 Patrick Henry Dr., Santa Clara, CA 95052;

Gordon E. Eubanks Jr., President, Symantec Corp., 10201 Torre Ave., Cupertino, CA 95014.

Thursday, April 12

4:00-4:50

Session 82, Room 200

MOS

Software Review Session:

Software Review: Desktop Publishing

Publish! magazine will host this review of the leading desktop publishing software, and provide you with a solid grounding on the pros and cons of the best-selling packages on the market. Bring your list of questions!

Thursday, April 12

4:00-4:50

Session 83, Room 413

B&C

Special Interest Group Meeting:

The Mac in the Law Office

The functions and features that make the Mac a unique machine are beginning to shine in the newest law office applications. Lawyers are now using multiple products in an almost seamless fashion to produce documents and work that is extraordinary in its breadth. And of course, hypertext finds the perfect home in a law office, with its ability to link not only documents but ideas within the documents. Finally, the unique graphics capabilities of the Mac have created substantial advances in forms generation and management techniques. This session will cover all these topics and provide additional last-minute product gossip as well.

James Burger, Esq., Chief Counsel/Government, Apple Computer, Inc., 1892 Preston White Drive, Reston, VA 22091 (Moderator).

Thursday, April 12

4:00-4:50

Session 84, Room 415

B&C

Programmer/Developer Forum:

Extending the Macintosh User Interface Design Standards

This session will feature portions of a videotape on principles of effective user interface design concerning control panels and dialogue boxes. The session leader will also discuss recent templates developed at the request of *MacWEEK* for proposed extended standards in the design of control panels, dialogue boxes, icons, and top-level command menu organization. Be forewarned: developers and users will have strong opinions for and against these proposals, and the session leaders will stand ready to answer questions and defend their decisions!

Aaron Marcus, Principal; and **Kevin Mullet**, Senior Designer, Aaron Marcus and Associates, 1196 Euclid Avenue, Berkeley, CA 94708-1640.

Thursday, April 12

4:00-4:50

Session 85, Room 106

B&C

The Mac in Big Business:

Upgrading to System 7.0

You've heard about all the hoopla surrounding System 7.0; now here's hard-and-fast information on how it's going to impact you, how soon it's coming, and where to get it, along with a demonstration of its capabilities.

Raines Cohen, Technical Analyst, *MacWEEK*, 301 Howard Street, San Francisco, CA 94105 (Moderator);
Major Stephen E. Broughall, President, Pentagon MUG, 1225 Walter Street, S.E., Washington, DC;
Chris Espinosa, Product Manager, Systems Software, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014.



Which Apple will you pick?

Win your choice at Sun Remarketing's Macworld Expo Giveaway.

Which will it be? The choice seems obvious — but is it? The Macintosh-compatible Apple Lisa has the performance and all the capabilities of the Mac Plus, and comes with a 20MB hard drive, 800K floppy drive, and large 12-inch screen. The Mac Plus operates on one floppy disk drive and a 9-inch stock Macintosh screen. So which would you rather have? You decide, and enter to win at Sun Remarketing's Macworld Expo Booth (#2721, Moscone Center).

Giveaway Entry Form

Grand Prize: Your choice between a large-screen Lisa with a 20MB hard drive, or a standard Macintosh Plus.

Check one and deposit coupon in
Contest Entry Box at Booth #2721.

- ☐ I want to win the Lisa.
☐ I want to win the Mac Plus.

Name _____ Company _____

Title _____ Phone _____

Address _____

City _____ State _____ Zip _____

Contest rules available at Sun Remarketing's Booth.



Our Macworld Expo specials are the pick of the crop.



Apple Lisa with 20MB Hard Drive.

At this price, there's no better time to get into a Macintosh-compatible Lisa, and get all of the features of a Macintosh, except its price tag. This Macworld Expo special package includes the Apple Lisa with a 20MB hard drive, 800K floppy drive, MacWorks Plus software, and screen modification.

As the only company authorized by Apple to sell and service their out-of-production equipment, we give you an unsurpassed 30-day money-

back guarantee. If you're not completely satisfied, just return your Lisa for a full refund. Come in for a free Lisa demonstration and see how much computer you get at this special price. And if you can't visit our booth, call 1-800-821-3221, ext. 364 for more information.

Macworld Expo price

\$1,095

You save \$400

Other Specials:

Mac86 Board. Provides IBM XT performance on a Macintosh SE.
\$299 Save \$400

Fortis DM 1310 Printer. At a special show price, it's ideal for a Mac Plus, II, 512K, or Lisa.
\$249 Save \$80

Sun 400K External Floppy Drive. Get this fully guaranteed drive at a price you won't find anywhere else. Used **\$49** New **\$69**

SCSI Drive for Macintosh and Lisa. This gives Lisa and Mac users an economical way to upgrade their machines' capacity. **\$349** Save \$246



Apple Tote Bag Giveaway.

Get Apple's sturdy, nylon tote bag (retailed by Apple for \$69) free with any \$19 minimum purchase. This bag is the perfect way to carry around everything you receive at Macworld Expo.



For these and other great specials, see us at Booth #2721 in the Moscone Center or call for a free catalog.

For those who are unable to visit our booth, these prices are effective through June 30, 1990 if you mention this ad. To place an order or to receive a complete list of our Macworld Expo specials or a free Sun Remarketing Catalog, call

1-800-821-3221

Conference Program Descriptions

Thursday, April 12

4:00-4:50

Session 86, Room 105

B&C

Advanced User Workshop:

50 Power User Tips in 50 Minutes

This exciting, fast-paced session is one of MACWORLD Expo's most popular! From the Finder to PageMaker, from backing up to resource editing — if there's a tip that will help you do more work in less time, you'll learn it here. If you want to really become a power user, don't miss this session.

Bob ("Dr. Macintosh") LeVitus, Author/Consultant, c/o AMIX Corporation, 2345 Yale Street, Palo Alto, CA 94306 (Moderator);
Keith J. Thompson and **Paul D. Parisi**, Principals, Datalex Corporation, P.O. Box 1209, Amherst, NH 03031;
C.J. Weigand, Editor and Publisher, The Weigand Report, P.O. Box 647, Gales Ferry, CT 06335.

Thursday, April 12

5:00-5:50

Session 91, Room F

MOS

The Multimedia Mac:

Video Production with the Mac

This panel is designed to introduce you to several successful video producers who are using Macintosh technology to produce videotapes. Samples of their work will be shown, and each will describe the trials and tribulations they encountered in getting the images from Mac to tape.

Bob LeVitus, Author/Consultant, c/o AMIX Corporation, 2345 Yale Street, Palo Alto, CA 94306 (Moderator);
Scott Billups, Producer/Director, VIZ-NET, 1938 Holmby Avenue, Los Angeles, CA 90025;
Steve Lomas, Director, Multimedia Services, Starfax, 3575 Cahuenga Boulevard West, Suite 665, Los Angeles, CA 90068;
Joseph Priebay, Macintosh Systems Consultant, HBO Macintosh Center, 1100 Avenue of the Americas, New York, NY 10036.

Thursday, April 12

5:00-5:50

Session 92, Room K

MOS

Designer Solutions:

Future Directions for the Macintosh, Part 2: The Graphics Outlook

This session with some of the leading figures in the Macintosh graphics community promises to paint an insightful picture of developing trends, probable impacts, and possible new directions...

James E. Martin, President and Publisher, Macworld Communications, 501 Second Street, San Francisco, CA 94107 (Moderator);
Michael Boich, President, Radius, Inc., 1710 Fortune Dr., San Jose, CA 95131;
Steven Edelman, Founder and Chief Scientist, SuppoerMac Technology, 485 Potrero Ave., Sunnyvale, CA 94086;
Steve Vollum, President, E-Machines, Inc., 9305 S.W. Gemini Drive, Beaverton, OR 97005;
Paul Yarmolich, RenderMan Business Development Manager, Pixar, 3240 Kerner Blvd., San Raphael, CA 94901.

Thursday, April 12

5:00-5:50

Session 93, Room 200

MOS

Late-Breaking/Popular Demand Session:

MACWORLD Expo User Group Extravaganza (MUSE), Part 2:

Agenda to be determined on-site! If you haven't joined a user group, this is the place to come see first-hand the benefits you can expect from being a member. If you already belong to a user group, you'll especially enjoy this session, which will bring together representatives of groups nationwide for a massive userfest. The purpose of this session is twofold: (1) to provide a unbiased, knowledgeable source of information on the most useful, exciting products on the MACWORLD Expo show floor; and (2) to serve as a User Group Idea Exchange, by presenting a powerhouse of the best and the brightest tips for running a user group — plus creating a nationwide network of people who have put those very ideas

to the test. Towards these ends, this panel of user group reps will offer an indisputably reliable source for users to share information, compare tips and strategies, discuss concerns, and get hard-hitting answers to questions.

(The MUSE is a complimentary service provided to all MACWORLD Expo attendees; it is not restricted to those who have purchased a Conference ticket.)

Jack Hodgson, Founding Director, BCS.MAC; c/o Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014 (Moderator);
Jerry Cline, President, AzApple, 3035 East Topaz Circle, Phoenix, AZ 85028;
Herb Dang, BMUG, 1442A Walnut, Suite 62, Berkeley, CA 94709;
Chris Ferino, MacSymposium, 107 W. Berkeley Dr., Arlington Heights, IL 60004;
Glenn Hoffman, Director, Special Events and Volunteers, BCS.Mac, 48 Grove Street, Somerville, MA 02144;
Tom Negrino, Los Angeles Mac User Group, 12021 Wilshire Boulevard, Suite 349, Los Angeles, CA 90024;
Doug Rudman, Public Domain Librarian, Apple Corps of Dallas, 1706 De-la-ford, Carrollton, TX 75007.

Thursday, April 12

5:00-5:50

Session 94, Room J

MOS

Software Review Session:

Software Review: Multimedia and Desktop Presentation Programs

These *Macintosh News* editors will canvas the landscape of programs designed at the presentations marketplace, including those that offer multimedia presentations capabilities. In addition to an analysis of the products currently on the market and those that may be joining the market, they will look at what products are selling best in the computer reseller channel — and why. Questions from the audience will be encouraged.

Keith Newman and **Andy Gore**, *Macintosh News*, 1054 Saratoga-Sunnyvale Road, San Jose, CA 95129.

Conference Program Descriptions

Thursday, April 12

5:00-5:50

Session 95, Room 413

B&C

Special Interest Group Meeting:

The Home Office/Small Business Survival Guide, Part 2: In the Office

If you're running your own small business, you need to be an efficient Jack (or Jill) of all trades. This session is for everyone who counts on the Mac to help reduce the chaos in a Mac home/small business. Panelists will share their favorite time-saving Mac shortcuts, along with advice about accounting, bookkeeping, billing, and backup.

Cynthia W. Harriman, Author, *The Macintosh Small Business Companion*, 57 South Street, Portsmouth, NH 03801 (Moderator);

Cheryl Jencks, WordsWorth/Graphic Design, Editing, and Desktop Publishing, 1280 Sixth Street, Monterey, CA 93940;

Tom Meyer, MN Enterprises/Small Business Accounting, 2033 Leavenworth, San Francisco, CA 94133;

Paul D. Parisi, Datalex Corporation, 62 High Street, Suite 4, Topsfield, MA 01983.

Thursday, April 12

5:00-5:50

Session 96, Room 415

B&C

Programmer/Developer Forum:

Meet the Programmers!

The perennial MACWORLD Expo favorite! An open forum discussion with leading Mac programmers discussing hot new areas and tried-and-true tricks of the trade. Don't miss this opportunity to ask questions of these influential developers, to find out what they're up to, and to gain meaningful insights and feedback on development ideas!

Bruce Webster, Contributing Editor, *MACWORLD*, 501 Second St., San Francisco, CA 94107 (Moderator)

Steve Brecher, Owner, Software Supply, 599 North Mathilda Avenue, Suite 210, Sunnyvale, CA 94086;

Dennis Brothers, AppleLink Project

Leader, Apple Computer, Inc. 20525 Mariani Ave., Cupertino, CA 95014;
Don Brown, Senior Programmer, CE Software, 1854 Fuller Road, West Des Moines, IA 50265;

Mike Kahl, Principal Architect, Symantec Corp., 135 South Road, Bedford, MA 01730;

Rich Norling, Chairman, Language Systems Corporation, 441 Carlisle Drive, Herndon, VA 22070;

Frank Slaughter, Shiva Corp., 155 Second Street, Cambridge, MA 02141;

Mike Templeman, Aldus Fellow, Aldus Corp., 411 First Avenue South, Seattle, WA 98104;

Scott Watson, President, Freesoft, 150 Hickory Drive, Beaver Falls, PA 15010;

Joel West, Principal, Palomar Software, P.O. Box 120, Oceanside, CA 92054;

Jeff Young, Ashton-Tate, Inc., 20101 Hamilton Ave., Torrance, CA 90502.

Thursday, April 12

5:00-5:50

Session 97, Room 106

B&C

The Mac in Big Business:

Executive Information Systems (EIS) and the Mac

Executive Information Systems (EIS) provide up-to-date answers to key questions raised by managers without burying the manager in unneeded data. Most EIS applications feature graphic displays (particularly for trend analysis and exception reporting) and lots of interaction, thus making the marriage of EIS and the Macintosh an enormously powerful combination. In this session, one of the leading figures in the EIS industry will provide you with a solid overview of the benefits — and limitations — of EIS; and a leading-edge user will enthusiastically demonstrate proven keys to successfully target, develop, and support Macintosh applications in the executive office.

Craig Barrow, Vice President, EIS Marketing, Comshare, Inc., 3001 South State Street, Ann Arbor, MI 48108;

Gary Handel, Communications and Data Processing, Hughes Aircraft Company, 1515 Hughes Way, Building C07, M/S 2062, Long Beach, CA 90810.

Thursday, April 12

5:00-5:50

Session 98, Room 105

B&C

Advanced User Workshop:

The Care and Feeding of Your Hard Disk

For all Mac owners: this session explains how your hard disk functions and how to keep it at peak efficiency. You'll hear tips on improving your Mac's performance and how to keep data safe from potential disasters, including: how to organize files; how to select the utilities you need to work with the data on the hard disk; backup procedures; recovery of lost files; and more. This ounce of prevention will be worth at least ten pounds of cure!

Andy Reese, Past President, Apple Corps of Dallas, 10919 Cromwell Drive, Dallas, TX 75229;

Doug Rudman, Public Domain Librarian, Apple Corps of Dallas, 1706 Delaford, Carrollton, TX 75007.

Friday

Friday, April 13

10:00-10:50

Session 101, Arena

B&C

The MACWORLD Expo Great Debates, Part 2:

Windows, OS/2 vs. System 7: Time for a Second Look?

With hardware prices in the world of Macintosh spiraling ever upward, more and more Mac end-users and those responsible for large-volume purchases are beginning to look at the "other side" for additional equipment. In that arena, Microsoft would have us believe that with the growing acceptance of Windows and OS/2, microcomputer users can now get Macintosh-style ease of use on the far less expensive "standard" IBM PC platform. Not so, says Apple; both may have windows, but the similarity ends there. What's the real scoop? You'll find out at this unique session when our two noted experts debate the facts one-on-one — with you as the judge.

Conference Program Descriptions

Friday, April 13

11:00-11:50

Session 102, Arena

B&C

Keynote Presentation:

The Software Design Manifesto

Mitchell D. Kapor, Chairman, ON Technology, Inc., One Cambridge Center, Cambridge, MA 02142.

Friday, April 13

12:00-2:00

Session 105, Room F

MOS

MACWORLD Expo Treasury of Practical Tips:

Great Graphics Tips!

A powerhouse of hot ideas to help you squeeze even more graphic magnificence from the Mac, regardless of the setting.

Joe Mattazoni, Associate Editor/Features, *MACWORLD*, 501 Second Street, San Francisco, CA 94107 (Moderator);

Russell Brown, Senior Art Director, Adobe Systems, 1585 Charleston Road, Mountain View, CA 94039;

Jack Davis, Graphics Editor, *Verbum*, P.O. Box 15439, San Diego, CA 92115;

Arnie Hurty, Senior Design Editor, *MACWORLD*, 501 Second St., San Francisco, CA 94107;

Lon Poole, Contributing Editor, *MACWORLD*, 501 Second Street, San Francisco, CA 94107;

Kathleen Tinkel, Co-Publisher, *MacPrePress: The Weekly Faxletter*, 12 Burr Road, Westport, CT 06880;

Friday, April 13

12:00-2:00

Session 106, Room K

MOS

MACWORLD Expo Treasury of Practical Tips:

Hot HyperCard Tips!

A treasure trove of great HyperCard hints, tips, and "magic" tricks will be unveiled at this special session. Our panel of HyperCard and SuperCard experts will let you in on their secrets, show you their favorite tips, and answer your individual questions. This session is guaranteed to be entertaining and informative. Don't miss it!

Jan Lewis, President, Lewis Research Corporation, 108 East Fremont Avenue, Suite 122, Sunnyvale, CA 94087 (Moderator);

Eric Alderman, Stackweek Columnist, *MacWEEK*, 301 Howard Street, San Francisco, CA 94105;

Raines Cohen, Operations Manager, BMUG, 1442A Walnut, Suite 62, Berkeley, CA 94709;

Danny Goodman, Author/Consultant, P.O. Box 1076, El Granada, CA 94018;

Amanda Goodenough, Author, *AmandaStories*, 1025 Martin Road, Santa Cruz, CA 95060;

Robertson Smith, Master Stack Hacker, Apple Computer, Inc., 20525 Mariani Avenue, Cupertino, CA 95014;

Tay Vaughan, President, The HyperMedia Group, 5900 Hollis Street, Suite O, Emeryville, CA 94608.

Friday, April 13

12:00-2:00

Session 107, Room 415

B&C

MACWORLD Expo Treasury of Practical Tips:

Dynamite Desktop Publishing Tips!

For beginners and veterans alike, this session is sure to supply you with an invaluable assortment of insider's desktop publishing tips, tricks, shortcuts, do's, and don'ts — and leave you begging for more!

Luis Camus, Senior Production Editor, *MACWORLD*, 501 Second St., San Francisco, CA 94107 (Moderator)

Diane Burns, President, TechArt, 400 Pacific Avenue, San Francisco, CA 94133;

Don Crabb, Director, Laboratories, Department of Computer Science, University of Chicago, 1100 East 58th Street, Chicago, IL 60637;

Randall P. Simon, Publications Director, BMUG, 1442A Walnut Street, #62, Berkeley, CA 94709-1496;

Kate Hatsy Thompson, Partner, The MacConsortium, 53 Creighton Street, Cambridge, MA 02140;

Bob Weibel, Technical Editor, *Publish!*, 501 Second Street, San Francisco, CA 94107.

Friday, April 13

12:00-2:00

Session 108, Room 105

B&C

MACWORLD Expo Treasury of Practical Tips:

Practical Tips for Business Users

Dozens of ways to improve business productivity using today's most popular business applications, brought to you by a panel of recognized experts. Two golden hours of practical hints, tips, and insights guaranteed to save you time and money on the job!

C.J. Weigand, Editor and Publisher, *The Weigand Report*, P.O. Box 647, Gales Ferry, CT 06335 (Moderator);

Rick Baron, President, Affinity Software, 1050 Walnut St. #425, Boulder, CO 80302;

Cynthia W. Harriman, Author, *The Macintosh Small Business Companion*, 57 South Street, Portsmouth, NH 03801;

Ray Heizer, President, Heizer Software, Inc., P.O. Box 232019, Pleasant Hill, CA 94523;

Douglas "Sandy" MacKay, President, Packer Software, 12 Roosevelt Avenue, Mystic, CT 06355.

Conference Faculty at a Glance

Speaker	Organization	Session Number	Speaker	Organization	Session Number
Darin Adler	Apple Computer	30	Robert Eckhardt	MACWORLD	70
Eric Alderman	The HyperMedia Group	21	Steven Edelman	SuperMacTechnology	51, 92, 101
Stewart Alsop	P.C. Letter	72	Jim Edlin	The Support Group	30
Tim Bajarin	Creative Strategies Internat'l	9, 79	Chris Espinosa	Apple Computer	85
Doug Baldwin	National Mac Computer Society	47	Gordon E. Eubanks, Jr.	Symantec Corporation	81
Rick Baron	Affinity Software	108	Daniel Farber	MacWEEK	35
Craig Barrow	Comshare	97	Erfer Fenton	MACWORLD	45
Dan Barthel	The Font Company	56	Jay Fenton	Farallon Computing	33
David Beaver	The Automation Group	73	Chris Ferino	MacSymposium	93
George Beekman	Oregon State University	29	Greg Galle	Aaron Marcus and Associates	80
Scott Billups	VIZ-NET	91	Preston Gardner	Apple Computer	6
Peter Black	Xiphias	69	Jean-Louis Gasse	Apple Computer	52
Bill Blakemore	Moapa Valley High School	17	Ron Gibbs	Dow Chemical	62
Michelle Blank	Letrasnet USA	22	Stuart Gitlow, M.D.	University of Pittsburgh	71
Steven Bobker	MacUser	70	Neal Goldstein	Neal Goldstein Design	6
David Bohrmann	ABC News InterActive	9	Nat Goldhaber	Cole Gilburne Fund	72
Michael Boich	Radius	92	Amanda Goodenough	AmandaStories	44, 106
Phil Borenstein	Symantec Corporation	30	Danny Goodman	Author/Consultant	106
Jerry Borrell	MACWORLD	11	Andy Gore	Macintosh News	94
Paul Brainerd	Aldus Corporation	81	Joseph Greco	Macintosh-Aided Design	34
Deborah Branscum	MACWORLD	93	Randy Green	GreenTree Associates	5
Steve Brecher	Software Supply	30, 96	Susan Gubernat	Publish!	32
Dennis Brothers	Apple Computer	96	Art Guerrero	Eisaman, Johns, & Laws Adv.	21
Maj. Stephen Broughall	Pentagon Mac User's Group	85	Rob Hafer	Apple Computer	8, 47
Don Brown	CE Software	23, 96	Gary Handel	Hughes Aircraft	97
Russell Brown	Adobe Systems	22, 105	Steve Hannaford	MacPrePress	22, 56
Steve Burbeck	Apple Computer	42	Cynthia Harriman	Author	95, 108
James Burger, Esq.	Apple Computer	83	Jim Heid	MACWORLD	20
Diane Burns	TechArt	32, 107	Ray Heizer	Heizer Software	108
Nolan Bushnell	VENT	9	Don Hicks	MacBusiness Journal	48, 58
Jack Butler	Butler Graphics	21	Jack Hodgson	Apple Computer	47, 93
Carl Calabria	Truevision	55	Glenn Hoffman	BCS.Mac	93
Ben Calica	NeXT	106	Lyndon S. Holmes	Aries Systems Corporation	71
William V. Campbell	Claris Corporation	81	Doug Houseman	Macintosh-Aided Design	24, 34
Luis Camus	MACWORLD	107	Stephen Howard	MacWEEK	12
Marc Canter	MacroMind	33, 67	Greg Howe	Symantec	6
Tim Celeski	Tim Celeski Studios	41	Arnie Hurty	MACWORLD	46
Jeff Chasick	Jet Propulsion Laboratory	61	Charlie Jackson	Silicon Beach Software	67
Daniel Cheifetz	Odesta Corporation	43	Cheryl Jencks	WordsWorth	95
Jeff Cherniss	Advanced Software	83	Laura Jennings	Microsoft	69
Joseph Cillo	Presentation Arts	68	Reese Jones	Farallon Computing	9
Jerry Cline	AzApple	93	Mike Kahl	Symantec Corporation	96
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Steve Costa	BMUG	47	Guy Kawasaki	Author	57
Philip Cox	TGS Systems	18	Simon Kelly	MACWORLD, U.K.	5
Don Crabb	University of Chicago	29, 107	Dan Klitsner	Klitsner Design	34
Chris Crawford	Author/Consultant	23	Scott Knaster	Apple Computer	30
Herb Dang	BMUG	93	David Kosiur	Connections	7
Jack Davis	Verbum	105	Dr. Audri Lanford	Micro Dynamics, Ltd.	83
Shaun Deane	Apple Computer	55	Mike Leonardich	American President Lines	19
David Drucker	Drucker Associates	44	Ted Leonsis	Redgate Communications	79
Roger Dunn	KPMG Peat Marwick	42	Bob LeVitus	Author/Consultant	86, 91

Conference Faculty at a Glance

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Steven Levy	MACWORLD	23	Randall P. Simon	BMUG	32, 107
Jan Lewis	Lewis Research Corp.	33, 106	Al Sisto	Barneyscan Corporation	79
Eliot Lipps	Los Angeles Mac User Group	47	Frank Slaughter	Shiva Corporation	96
Steve Lomas	Starfax	91	Linda Smith	Fuqua Elementary School	17
Mark Loncar	BBDO	68	Robertson Smith	Apple Computer	106
Terri Lonier	Lonier Associates	41	Paul Somerson	MacUser	57
Sandy MacKay	Packer Software	108	Cheryl Spencer	MACWORLD	98
Anita Malign	MacWEEK	35	Robert Sprung	Harvard Translations	5
Alfred Mandel	Redgate Communications	21	Bob Stein	The Voyager Company	9
Aaron Marcus	Aaron Marcus and Associates	84	Tim Swihart	Apple Computer	6
Bob Marder	Westinghouse	61	Jay Szeifert-Lake	SMKF Advertising	10
James E. Martin	MACWORLDCommunications	92	T. Bradley Tanner, M.D.	University of Pittsburgh	71
Joe Mattazoni	MACWORLD	105	Mike Templeman	Aldus Corporation	96
Jordan Mattson	Apple Computer	6	Gary Thompson	Thompson & Thompson	22
Adrian Mello	MACWORLD	23	Kate Hatsy Thompson	The MacConsortium	32, 68, 107
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Kevin Mullet	Aaron Marcus and Associates	84	Kathleen Tinkel	MacPrePress	22, 56, 105
David Neal	Symantec Corporation	18, 42	Joe Treacy	TreacyFaces	56
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Carl Nelson	MacApp Developers' Assoc.	42	Kurt VanderSluis	The Network Group	19
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Dr. Roy Pea	Institute for Research on Living	21	Bob Weibel	Publish!	107
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Heidi Roizen	T/Maker Graphics	72	Dr. David Wilson	Personal Concepts	18
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Alain Rossmann	C-Cube MicroSystems	67	Len Wines	USC Mac User Group	47, 74
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Charles Seiter	MACWORLD	36	Jeff Young	Ashton Tate	96
Dan Shafer	Author/Consultant	18	Chee Yu	Claris Corporation	6
Stuart Sharpe	MacroMind	45	Cheryl Zuckerman	AppleLink Personal Edition	17

Exhibitor Descriptions

1stDesk Systems, Inc. 1348 **MOS**
7 Industrial Park Rd.
Medway, MA 02053

1stDESK System markets a team of programs consisting of five compact, stand alone business application programs and one HyperCard stack: 1stTEAM relational database, 1stSCAN forms generator, 1stMERGE mail merge and 1stPORT file conversion programs. They work together, forming a comprehensive business data management system all run from HyperCard and the 1stKEY menu stack. 1stBBS includes a Host and Remote module that allows database access, file transfer and electronic mail from a remote location.

800-Software 5516 **B&C**
918 Parker St.
Berkeley, CA 94710

800-Software is one of the nation's largest resellers of Mac and MSDOS business application software. Our primary clients are large corporations and government agencies, but we also have a Berkeley retail outlet serving small businesses and professionals. We provide low prices, a giant inventory of Mac products (including one of the largest font libraries in the nation), free technical support, a specialized Macintosh newsletter and a catalog.

Aapps Corp. 1817 **MOS**
756 N. Pastoria Ave.
Sunnyvale, CA 94086

Aapps MicroTV™ (\$395) and Aapps Video Professional (\$595): the first real-time reasonably priced video boards for the Macintosh II series. NuBus™ cards and an application that displays video images in 128-level gray scale — at 30 frames/second. MicroTV window resolution is 128 by 108; the professional version offers the option between that and a larger (256 x 216) window. Easy frame capture to the Clipboard in PICT 2 format and full MultiFinder compatibility.

Abacus, Inc. 349 **MOS**
547 Frederick St.
San Francisco, CA 94117

Everything under the Sun - The Products and Services of Abacus. Macintosh, Compaq, and integrated computer network systems. Third party products. Needs assessment. Repairs, upgrades, service contracts. Custom programming. Multi-user databases in Double Helix, Foxbase, Omnis, 4-D, and Filemaker II. Macintosh animation slides, and HyperCard presentations. Network solutions (AppleShare, Novell, Tops, Banyan). Also QMS, Tektronix, Qume, GCC, SuperMac, MassMicrosystems, Sharp, Montage. Demonstrations of Macintosh animation, Training in all Mac and DOS software including advanced graphics and desktop media. CAD solutions: VersaCad, MacArchitron, DynaPerspective. Advanced desktop publishing and pre-press (color separation) solutions. Abacus Inc., 547 Frederick St. S.F., CA. 94117 (415) 759-9508.

Abacus Concepts, Inc. 2148 **MOS**
1984 Bonita Ave.
Berkeley, CA 94704

Abacus Concepts is featuring Super-ANOVA, a revolutionary new data analysis package that can easily solve any linear model, including ANOVA, ANCOVA, MANOVA, MANCOVA, regressions, and more. All results are modifiable in a fully interactive drawing environment. Also on display is the award-winning StatView II line of statistical analysis and graphics software. StatView performs a large variety of descriptive and comparative statistical operations and produces fully interactive presentation-quality color graphics.

ABATON 519 **MOS**
A Subsidiary of Everex Systems, Inc.
48431 Milmont Dr.
Fremont, CA 94538

Abra MacDabra Software Co. 5405 **B&C**
485 Pala Ave.
Sunnyvale, CA 94086

Abra 2000 is an extremely easy to use Human Resource Management System for companies with 10 to 10,000 employees. Over 50 standard reports are provided including salary reviews/analysis, benefits, dependents, COBRA, personal records, EEO, organizational structure, skills and education. Abra stores an unlimited job history and tracks events such as bonuses, license renewals, training, memberships and injuries. Optional modules include Attendance Tracking and a Multi-User version. The AbraTrak Applicant Tracking System is also available.

Accel Computer Corp. 5110 **B&C**
17145 von Karman Ave.,
Ste. 110
Irvine, CA 92714

Accel is concentrating our product expertise on the imaging marketplace with these products targeted at capturing, manipulating, and storing images. More specifically, color and monochrome hand held scanners to capture the image, our software to manipulate that image, and an erasable optical disk drive to store it. Other products that support our imaging philosophy are graphics adapters that permit the Macintosh series to drive a relatively low cost VCA monitor as well as standard Apple monitors.

Accolade 5124 **B&C**
550 So. Winchester Blvd.,
Ste. 200
San Jose, CA 95128

Accolade, publisher of the hit golf simulation, Mean 18, will debut two new sports simulations. The Duel: Test Drive II pits a Ferrari F-40 and a Porche 959 in head to head road racing competition. Four add-on accessory disks provide more cars and more scenery for unlimited excitement. The award winning Jack Nicklaus' Greatest 18 Holes of Major Championship Golf lets Mac owners play against Jack on his choice of the most challenging holes in the nation. Includes one to four players and stroke or "skins" play.

Acius, Inc.
10351 Bubba Rd.
Cupertino, CA 95014

1507 MOS

4th DIMENSION® is a relational database for the Macintosh. Database professionals will appreciate the extensive configurability and programming language. FILE FORCE™ is the first relational file manager. Its modern design lets you work with more than just one file, and it is more intuitive than single file managers. FILE FORCE is for everyone, for every Macintosh. FILE FORCE is upwardly compatible, and your investment in learning FILE FORCE means instant productivity with 4th DIMENSION.

Adaptec, Inc.
691 South Milpitas Blvd.
Milpitas, CA 95035

5810 B&C

Adaptec, the leading supplier of high-performance disk and SCSI interfaces for the Personal Computer market, now offers Ethernet connectivity for the Apple Macintosh family. Adaptec sells low-cost Ethernet interfaces for all Macintosh computers, including a network docking unit for the Macintosh Portable. Adaptec's Ethernet products are compatible with Apple's SCSI hardware and software, EtherTalk, and IEEE 802.3. Stop at the Adaptec booth and see what the future of Macintosh networking holds for you.

Addison-Wesley Publishing Company
Route 128
Reading, MA 01867

1539 MOS

Addison-Wesley launches a new series, Macintosh Inside Out, edited by Scott Knaster. Come early — the first 50 people to buy the series' first book, *Programming with MacApp*, will receive a free t-shirt. As always, we will have the complete line of Apple Technical Library books, including the *Inside Macintosh* volumes, and some exciting new titles. Check out *On Macintosh Programming*, *Macintosh Programming Primer*, and *Dr. Macintosh*. And catch a demo of *Hyper Composer*.

ADIC
14737 NE 87th St.
P.O. Box 2996
Redmond, WA 98073-2996

5241 B&C

MacBack. ADIC's MacBack is an automated backup system designed for a full range of Macintosh backup needs, from 60 MB to 1.28 GB. MacBack scheduling software automatically backs up data stored on individual Mac disks as well as any file server in the network. Backup by file, folder, application and an assortment of specifications. It's sophisticated scheduling software which takes the complexity out of performing intricate backup procedures for stand-alone or networked Macs.

Adobe Systems, Inc.
1585 Charleston Rd.
P.O. Box 7900
Mountain View, CA 94039-7900

1707 MOS

Adobe Systems will be showcasing the Display PostScript system on various platforms including the NeXT workstation as well as its entire line of software products for the Macintosh. Two new products, Adobe Type Manager, one of the most popular Macintosh software programs, and Adobe Photoshop, an image processing program for both black and white and color images, will also be demonstrated. Adobe's TrueForm will demonstrate how to save money without recreating forms. The award winning Adobe Illustrator and Adobe Streamline will also be on display.

Please see our advertisement on page 41.

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B&C indicates Brooks Hall & Civic Auditorium **MOS** indicates Moscone Center

Exhibitor Descriptions

Advanced Gravis Computer Technology Ltd. 1849 **MOS**
7033 Antrim Ave.
Burnaby, BC
Canada V5J 4M5

Advanced Gravis enters the 90's with an outstanding line of Macintosh products. Its innovative MouseStick™, the amazing new programmable 3 button Gravis SuperMouse™, personal and multi-user Advanced Security™ the ultimate in file security and Hardpac™ the compact high performance portable hard disk drive against which all others are judged. Advanced Gravis has a product interest for every Macintosh user.

Advent Computer Products, Inc. 2713 **MOS**
449 Santa Fe Dr., Ste. 213
Encinitas, CA 92024

Advent is a value-added distributor of Macintosh video imaging products. The Neotech Image Grabber family provides the highest-quality 8-bit gray-scale or 24-bit color images for publishing, scientific, or other applications, and features special tools for working with electronic still video sources from Canon and others. The Workstation Technologies "Moonraker" video digitizer captures real-time video sequences for animation, presentation, training, or other multimedia applications.

AEC Management Systems, Inc. 2045 **MOS**
22611 Markey Ct., Bldg. 113
Sterling, VA 22170

AEC Information Manager™ — Project oriented database offers user definable tracking systems for submittals, revisions, approval processes, delivery schedules, any time dependent information. Create automatically updated columnar reports, and Gantt Chart reports. FastTrack Schedule™ — Create and update Gantt chart schedules quickly and easily! Draw bars on screen, using your customized, unlimited library of bar types; add graphics and wrap-around text blocks; imports and exports activities, you're in charge!

AESP, Inc. 2701 **MOS**
1810 N.E. 144 St.
N. Miami, FL 33180

AGFA Compugraphic Division 2407 **MOS**
200 Ballardvale St.
Wilmington, MA 01887

AGFA Compugraphic will introduce the ProSet 9800, a 2,400-dpi laser imagewriter; the 900 PS MAX PLUS RIP, a performance-optimized PostScript RIP; the P3400 PS desktop laser printer, a 400-dpi PostScript printer, and the AGFA S800 GSE scanner, a 256 gray scale, 800-dpi scanner. AGFA Matrix will feature ProColor, a desktop film recorder; SlideWriter, a high-volume color film recorder; and ChromaScript, the first true Adobe PostScript RIP for Matrix film recorders.

Agoratech Canada, Inc. 5736 **B&C**
6 Blainville West
Ste-Therese, QC
Canada J7E 4E1

Agoratech Canada, Inc. introduces the following new products: Space Graph, a powerful color 3D graphic generator and database; WinText, a multilingual word processor, with integrated multilingual spelling checker; WinMath, a graphical mathematical editor; WinView, the most intuitive Idea Management software on the market; A new 84 key Macintosh™ keyboard with variable configuration capabilities.

Aladdin Systems, Inc. 2049 **MOS**
Deer Park Ctr., Ste. 23A-171
Aptos, CA 95003

Aladdin Systems will be displaying utility and developer products for the Macintosh and PC. Utilities include StuffItDeluxe™, the newest version of the industry-standard compression, encryption, and archiving software; and Shortcut™, a 5-mice INIT/cdev that provides file and folder management within every application's Open and Save dialog. Aladdin Developer products include Programmer's Assistants™, a package of 6 developer tools that aid any programmer in writing and debugging software; and the Online

Documentation Toolkit™, an extensible, context-based hypertext system for any software online documentation (help) needs.

Aldus Corp. 1017 **MOS**
411 First Ave. South, Ste. 200
Seattle, WA 98104

Alisa Systems, Inc. 124 **MOS**
221 E. Walnut St., Ste. 175
Pasadena, CA 91101

Alisa Systems will be demonstrating five separate Mac-to-VAX connectivity products: MailMate — Macintosh software integrating CE Software QuickMail and/or Microsoft Mail with Digital's VMSSmail services, provides mail access to All-In-1, X.400 and other mainframe mail systems. AlisaMail — VAX based corporate mail server for Microsoft Mail, integrated with Digital's VMSSmail services. Provides mail services to All-In-1, X.400, etc. New TSSnet 2.0—DECnet for Macintosh. MaxNotes—electronic conferencing for the Macintosh. AlisaTalk — VAX based file, print and terminal services.

AlphaGraphics Printshops Of The Future 5932 **B&C**
3760 N. Commerce Dr.
Tucson, AZ 85705

Printshop Of The Future Templates feature over 200 desktop publishing templates for creating instant business stationery such as letterhead, envelopes, forms, labels, announcements, business cards and many more. Each set of templates include AlphaGraphics' unique On-Line Printing Connection catalog which allows you to order quality printed products electronically. Printshop Of The Future Templates are available for Aldus PageMaker, Claris SmartForms, Ready, Set, Go!, Quark Style and Quark Express. To order call 1-800-433-8010.



ALSoft, Inc. 1129 **MOS**
22557 Aldine Westfield, Ste. 122
Spring, TX 77373

Altra 5247 **B&C**
1200 Skyline Dr.
Laramie, WY 82070

Felix is an alternative pointing device in a class of its own. Designed as an extension of your fingertips, Felix lets you control your cursor with pin-point accuracy, in a one inch square. It's as natural as writing with a pen or as simple as pointing your finger. Software utilities come with Felix that can instantly create high-precision window-areas anywhere on the screen, or provide automatic access to window control areas.

Altsys Corp. 1931 **MOS**
720 Avenue F, Ste. 109
Plano, TX 75074

Altsys is the leader in Macintosh font editing and design software — providing high quality programs for printing, publishing, desktop publishing, and graphic arts. Fontographer®, the PostScript font editor, and Fontastic™ Plus, the bitmap font editor, give maximum control over font designs and editing. The Art Importer™ (formerly KeyMaster) allows creation of PostScript fonts from existing artwork (PICT or EPS). Our newest product, Metamorphosis™ is a unique utility for converting PostScript fonts into editable outline formats.

Americal Group 1906 **MOS**
Computer Products, Inc.
12132 Sherman Way
North Hollywood, CA 91605

Americal Group is a major national distributor of magnetic media for industry leaders such as 3M, BASF, Dysan, JVC, KAO, Verbatim, SONY and BULK disks in 3.5" double (800K) and high density (1.4 MB) formats—available for same-day shipment worldwide. Americal also distributes high speed modems, computer cables & other peripherals. Americal will display its full-line of magnetic media, roll-top & flip-top disk holders, and miscellaneous computer accessories.

American Power 122 **MOS**
Conversion Corp.
350 Columbia St.
Peace Dale, RI 02883

American Power Conversion manufactures and markets a complete line of Uninterruptible Power Source (UPS) systems designed to provide smooth, continuous computer operation in the event of a power disturbance. Pure, uninterrupted power is the first step towards network fault tolerance, and American Power's products have received full approval from Novell, Banyan, and 3-Com. APC also offers PowerChute for AppleShare networks, a software interface which allows complete unattended shutdown of the file server, preventing data damage and loss. APC will exhibit the industry's most reliable UPSs in booth #122.

Andromeda Computer 5503 **B&C**
Systems Ltd.
8043-33 Ave. N.W.
Calgary, Alberta,
Canada T3B-1L5

MasterTuner turns your Macintosh® computer into a visual tuner, letting you quickly and accurately tune any acoustic instrument. It features "hands-off" operation. Just play a note — MasterTuner listens to the note, and displays a tuning scale for the note closest to the one you played. As you tune, a trace line on the screen tells how sharp or flat you are. MasterTuner understands most temperaments, and plays reference tones using sampled sounds.

NAME THAT FACE

If you can, you could be up to your neck in great-looking Adobe® Type in our "Name That Face" Contest.

To enter, just stop by *Booth 1707* at MacWorld, fill out an entry blank and match the right name with the right face. (To give you a head start, we've given you a sample here, complete with clues printed in the correct typeface.)

We'll be giving away copies of Adobe Type Manager™, Adobe PhotoShop™ and the Adobe Type Guide. Not to mention the Grand Prize which includes all of the above, and your choice of 30 (count 'em 30) type packages from the Adobe Type Library.

It'll be fun. And if you're good with names and faces, this contest could be just your type.

Contest ends at noon on Friday, April 13. Winners will be drawn beginning at 1pm. You need not be present to win.

- ☐ **Crowded Swiss tribe** 1 *Utopia*® *Italic*
2 *Helvetica*® *Compressed*
3 *CHARLEMAGNE*™

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Incorporated

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B&C indicates Brooks Hall & Civic Auditorium **MOS** indicates Moscone Center

Exhibitor Descriptions

AnswerSource, The 1947 **MOS**
13090 Pine St.
Boulder Creek, CA 95006

The AnswerSource, The Corporate Decision Guide, is a business product guide of proven Macintosh hardware, software and peripheral products designed exclusively for the corporate Macintosh buyer. Both new and experienced Macintosh enthusiasts are impressed by its beauty, completeness and easy accessibility of information. The AnswerSource will give you the information you need to make informed buying decisions: product overviews, feature lists, ordering, tips and techniques, technical support, upgrades, reviews and awards. And this information is supplemented with a range of editorial materials, including technical shorts, and interviews with users and expert consultants.

Aperture Technologies, Inc. 5716 **B&C**
84 West Park Pl.
Stamford, CT 06901

Aperture moves Macintosh graphics into a new dimension by integrating a high precision drawing system with a powerful database manager. Aperture allows you to create large-scale, detailed drawings, attach data to objects in your drawings, produce reports from data in your drawings, link all your drawings together into a system, and display data from your database on your drawings. The result: complete visual information systems. Call 203-975-7587 to get your copy of our self-running demonstration.

Apple Computer Australia Sponsored Developers 5128 **B&C**
16 Rodborough Rd., Frenchs Forest
New South Wales, Australia 2086

Analog Digital Instruments: "MacLab" is a Macintosh based laboratory data recording and display system. Compatible with all Macintosh models MacLab provides an economical and flexible solution to the data acquisition requirements of the modern science, engineering or educational laboratory. "Digicard"; computer networking solutions are effective and very simple to install and maintain. Digicard networks are particularly suited to the needs of

schools and or small businesses where Macintosh, AppleII's and MSDOS computers are commonly used.

Please see our advertisement on page 89.

Apple Computer, Inc. 1227 **MOS**
20525 Mariani Ave.
Cupertino, CA 95014

Apple Computer, Inc. will be showing and demonstrating the Macintosh product family and related products. The demonstrations will include the latest products and information from Apple and its Developer community. Apple product experts will be available to answer your questions and to provide solutions to the personal computer issues facing you and your organization. For first time attendees as well as seasoned MACWORLD veterans, Apple personnel will be available to discuss and demonstrate how Macintosh computers, networking and communications products, peripherals, system software, and application software can be combined to fill the computing needs of your organization.

Please see our advertisement on pages 24 & 25.

Aries Systems Corp. 100 **MOS**
One Dundee Park
Andover, MA 01810

Knowledge Finder is a powerful search-and-retrieval tool for accessing the biomedical literature, designed for use by both novice and experienced searchers. The MEDLINE and CANCERLIT databases, prepared by the National Institutes of Health, contain descriptive citations to approximately 6 million medical journal articles published since 1966. Aries Systems publishes selections from these databases on CD-ROM optical disc storage. Knowledge Finder, which runs on Apple® Macintosh® computers, provides easy economical, and powerful access to these CD-ROM databases. Personal, Institutional, and Network database and software licenses are offered.

Array Technologies, Inc. 5839 **B&C**
7730 Pardee Ln.
Oakland, CA 94621

Array Technologies presents Array Scanner-One, a high resolution electronic still camera used as slide scanner, copystand camera for scanning large format film and reflective copy, and as tripod mounted studio still camera scanning 3-D objects and still scenes. Full color images are scanned into our software or Adobe Photoshop, edited, and output to film or industry standard file formats, at any desired quality level. Software developers program available. OEM and VAR inquiries invited.

Ars Nova Software 2716 **MOS**
Box 637
Kirkland, WA 98083

Practica Musica 2.2 is the latest version of this comprehensive music training program for the Macintosh. New features include ear training for chords, a jazz chord option, and multiuser capability. Practica Musica is fully MIDI capable for input and output but also has excellent built-in sampled sound for those without MIDI instruments. Winner of *MacUser* Magazine's Eddy award ("Best new educational product, 1987") and one of "The 200 best Macintosh products of 1989."

ARTBEATS 5744 **B&C**
204 E. 27th St.
San Bernardino, CA 92404

ARTBEATS presents an invaluable tool for desktop publishers: Full page background images in EPS format. The packages come in a variety of categories including: Dimensions—sleek hi-tech looking images containing three dimensional perspectives, textures and reliefs, Natural Images—renditions of natural textures, elements and landscapes, and Potpourri—an indispensable variety of textures and avant garde compositions. They will work in any page layout program that imports EPS files. Full manipulation can be accomplished with Aldus FreeHand™.

If You Buy A Scanner For Desktop Publishing, You're Only Getting Part Of The Picture.

Scanners are great for Desktop Publishing. But their other uses can make a huge difference to the way you use your computer.

Imagine never having to retype another document to input it into the computer. With OCR software and a Chinon scanner, you can input text instantly.

Chinon's unique overhead scanning design and proprietary technology means you can scan large books — or even three-dimensional objects. No other scanner can claim that capability.

Plus, a Chinon scanner is a great way to take maximum advantage of the graphics capabilities of your Mac.

Input virtually any artwork—in seconds—and manipulate it to your heart's content. DS-2000 and 3000 offer graphics scanning capabilities comparable to scanners that cost many times more.

Yes, this unique scanner is VERY affordable. Chinon scanners come complete with SCSI interface and software, from just \$895 retail. Try a Chinon scanner in your business. And get the whole picture.

Performance Tests: Desktop Graphics Scanners

Model	Resolution (DPI)	Scan Area (inches)	Scan Time (seconds)	Interface	Price (USD)
Chinon DS-2000	300	11.7 x 17.7	1.5	SCSI	\$895
Chinon DS-3000	600	11.7 x 17.7	1.5	SCSI	\$1,295
Chinon DS-4000	1200	11.7 x 17.7	1.5	SCSI	\$1,995
Chinon DS-5000	2400	11.7 x 17.7	1.5	SCSI	\$2,995
Chinon DS-6000	4800	11.7 x 17.7	1.5	SCSI	\$4,995
Chinon DS-7000	9600	11.7 x 17.7	1.5	SCSI	\$7,995
Chinon DS-8000	19200	11.7 x 17.7	1.5	SCSI	\$12,995
Chinon DS-9000	38400	11.7 x 17.7	1.5	SCSI	\$19,995
Chinon DS-10000	76800	11.7 x 17.7	1.5	SCSI	\$29,995
Chinon DS-11000	153600	11.7 x 17.7	1.5	SCSI	\$49,995
Chinon DS-12000	307200	11.7 x 17.7	1.5	SCSI	\$79,995
Chinon DS-13000	614400	11.7 x 17.7	1.5	SCSI	\$129,995
Chinon DS-14000	1228800	11.7 x 17.7	1.5	SCSI	\$199,995
Chinon DS-15000	2457600	11.7 x 17.7	1.5	SCSI	\$299,995
Chinon DS-16000	4915200	11.7 x 17.7	1.5	SCSI	\$499,995
Chinon DS-17000	9830400	11.7 x 17.7	1.5	SCSI	\$799,995
Chinon DS-18000	19660800	11.7 x 17.7	1.5	SCSI	\$1,299,995
Chinon DS-19000	39321600	11.7 x 17.7	1.5	SCSI	\$1,999,995
Chinon DS-20000	78643200	11.7 x 17.7	1.5	SCSI	\$2,999,995
Chinon DS-21000	157286400	11.7 x 17.7	1.5	SCSI	\$4,999,995
Chinon DS-22000	314572800	11.7 x 17.7	1.5	SCSI	\$7,999,995
Chinon DS-23000	629145600	11.7 x 17.7	1.5	SCSI	\$12,999,995
Chinon DS-24000	1258291200	11.7 x 17.7	1.5	SCSI	\$19,999,995
Chinon DS-25000	2516582400	11.7 x 17.7	1.5	SCSI	\$29,999,995
Chinon DS-26000	5033164800	11.7 x 17.7	1.5	SCSI	\$49,999,995
Chinon DS-27000	10066329600	11.7 x 17.7	1.5	SCSI	\$79,999,995
Chinon DS-28000	20132659200	11.7 x 17.7	1.5	SCSI	\$129,999,995
Chinon DS-29000	40265318400	11.7 x 17.7	1.5	SCSI	\$199,999,995
Chinon DS-3000	80530636800	11.7 x 17.7	1.5	SCSI	\$299,999,995

DS-3000

Chinon America, Inc.
660 Maple Avenue
Torrance, CA 90503

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Exhibitor Descriptions

Articulate Systems, Inc. 2231 MOS
99 Erie St.
Cambridge, MA 02139

Talk to your Macintosh! The Voice Navigator™ makes your Macintosh® faster and easier to use by allowing you to use spoken commands to control almost any application. It recognizes any voice, any accent, any language. Come see demonstrations of the Voice Navigator with a wide variety of applications including MIDI music, CADD, programming, and executive workstation/decision support.

Artist Graphics 5838 B&C
2675 Patton Rd.
St. Paul, MN 55113

Asante Technologies, Inc. 5741 B&C
405 Tasman Ave.
Sunnyvale, CA 94089

ASD Software, Inc. 2621 MOS
4650 Arrow Hwy., Ste. G-21
Montclair, CA 91763

ASD Software will be demonstrating FileGuard Extended Edition™, rated the number 1 security software package by *MacWEEK* — Oct. 24, 1989. Our latest product announcements are: The MaccessCard Reader™ which provides easy-access to your FileGuard™ protected Macs® with a magnetic card (ex: student/credit card); TWINS™ performs mirror backup from your hard drive to a second dedicated hard drive, you just configure when and where. Automatic backup can be configured in time duration or immediately upon saving data.

Ashton-Tate 525 MOS
20101 Hamilton Ave.
Torrance, CA 90509

Ashton-Tate will show its line of software products for the Macintosh: FullWrite Professional, Full Impact and dBASE MAC. FullWrite is an advanced word processor with true WYSTWYG editing that includes page layout and graphic design, import/export capabilities and a MacDraw-like drawing environment. Full Impact is a powerful spreadsheet with graphics and text

handling tools, while dBASE MAC is a database management system that is also available in Run-Time version.

Association of Apple 32 Users 5500 B&C
6024 Allen Ave.
San Jose, CA 95123-2622

Avatar Corp. 1041 MOS
65 South St.
Hopkinton, MA 01748

Avatar Corp. will display its entire MacMainFrame Series of Macintosh-to-IBM mainframe communications solutions including a suite of recently announced connectivity products. MacMainFrame now provides mainframe connectivity for all Macintosh computers across a wide range of physical media including Ethernet, LocalTalk, Token Ring, and coaxial networks. Via direct or remote connections, in standalone or gateway configurations, any Macintosh user can access mainframe information with the same MacMainFrame software without regard to physical media. MacMainFrame provides features such as terminal emulation, file transfer, multisession support, printer emulation, and application programming tools. Also new is MacMainFrame Graphics allowing users to access and manipulate host graphics locally on their Macintosh. Avatar will also show MacPROFF, a HyperCard interface to IBM's PROFS.

Please see our advertisement on page 45.

Avery Commercial Products Division 1048 MOS
818 Oak Park Rd.
Covina, CA 91724

Avery will be exhibiting its complete line of Laser Printer Products, including labels and transparencies for Apple Laser Writers and other popular desktop laser printers. In addition to a variety of Laser Printer Labels including Addressing, Shipping and File Folder sizes, Avery will be featuring its line of Laser Transparencies with a special paper backing designed to reduce static and make proofing easier. New are 3-1/2" and 5-1/4" Diskette Labels for laser printers with a special adhesive to prevent labels from lifting off inside the disk drive.

Barneyscan Corp. 129 MOS
1125 Atlantic Ave.
Alameda, CA 94501

Barneyscan Corp., the leader in affordable color imaging solutions, continues to serve the publishing markets with Color Imaging Systems, simple integrated tools providing high-quality color design system capabilities at desktop affordability. In addition to their 35mm professional scanning system, Barneyscan now offers the CIS-4520, multi-format production scanning system, CIS-ColorKey, color separation software with QuickScan, and CIS-Gallery, image cataloging software. All CIS scanning systems are bundled with CIS-XP, extended image processing software with QuickScan.

Basic Needs, Inc. 5601 B&C
2342 Meyers Ave.
Escondido, CA 92025

For the Mac user who has everything except room to work . . . simple solutions for a crowded desktop! The Utility Pac™ attaches to the Mac and stores a mouse, mousepad, diskettes and other accessories. The Keyboard Flip™ lets you "flip" your keyboard on its side for storage when not in use. The Laser Printer Stand and Large Screen Monitor Stand raise your peripherals for convenience and storage. Basic Needs also manufactures HARDTOPS™, Nylon Dust Covers and Mousepads.



HOW OTHERS SEE THE MACINTOSH-TO- MAINFRAME CONNECTION.

The way we see it, the Mac should be integrated into your network as easily as any other personal computer.

With Avatar's MacMainFrame solutions, for the very first time network managers have the broadest, richest range of high performance Macintosh-to-mainframe connectivity products available.

MacMainFrame lets you distribute terminal emulation, file transfer, printer emulation and mainframe graphics.

And you can provide mainframe services across Ethernet, Token Ring, Local Talk or coax networks, in direct or gateway configurations, whether your users are local or remote—even in SDLC environments.

See us at MacWorld Booth #1041, Moscone Center.



HOW AVATAR SEES IT.

And with MacMainFrame, you'll notice a difference. Users retain all of the standard conventions of the Macintosh working experience. At the same time, MacMainFrame is completely IBM 3270 compatible.

Also, with Avatar you will notice something beyond the products and technology. It's called

responsiveness. After eight years as 3270 connectivity specialists, we understand the category as no one else can. So as your network options continue to grow, we can help you see the forest through the trees. To find out how, write us or call 1-800-289-2526 today.

Avatar

Exhibitor Descriptions

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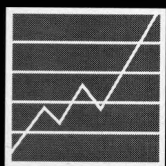
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Macintosh™ Portable.

See the new Cruiser™
series of
HARD DISK DRIVES



Benchmark Labs, Inc.
(305) 771-9759
Booth #2226 Moscone Center

BDT Products, Inc. 2525 **MOS**
17152 Armstrong Ave.
Irvine, CA 92714

BDT will display it's Model LF880 LaserFeeder, a 3 bin automatic sheet & envelope feeder for the Apple Laser-Writer II NT and NTX. In addition, BDT will feature the Model LF890, a 4 bin sheet and envelope feeder and the LF895 with six bins for sheets and envelopes. BDT's unique resource driver for complete operator control of the sheet feeder is included with every Laser Feeder.

Beacon Technology, Inc. 5436 **B&C**
5369 Camden Ave., Ste. 230
San Jose, CA 95124

Beacon Technology is a developer of computerized Bible study tools. See demonstrations of HyperBible™: The Computerized Chain Reference Tool™, a HyperCard based version of the Thompson Chain Reference® Bible. It contains the full text of the Bible, plus over 100,000 marginal notes, an electronic atlas, pronunciation facility, outline studies of books and characters, archaeology information and much more. Also showing will be the brand new GEMS of the Word™ DA and startup program.

Bear Rock Technologies 5149 **B&C**
6069 Enterprise Dr.
Diamond Springs, CA 95619

Did you think you had no use for BAR CODES?? Discover "21 Ways to Use Bar Codes" at the Bear Rock Technologies booth! This free pamphlet will present interesting and useful ways to increase productivity through more rapid, accurate, and reliable data entry. Let us show you how to easily incorporate your new or existing application into "the bar code explosion" using our bar code reading and printing products for the Macintosh.

Benchmark Labs, Inc. 2226 **MOS**
6278 N. Federal Hwy.
Fort Lauderdale, FL 33308

Benchmark Labs, one of the worlds largest manufacturer of memory modules, will offer show special pricing of their MemChips™ SIMM modules for the Macintosh, in 1 megabyte and 4 megabyte capacities. Also on display and for sale, a new memory product for the portable Macintosh. Another new introduction, is an internal 3.5"HH, 200 Megabyte SCSI Hard drive code named — The Cruiser, with a breakthrough in size, performance and price.

Please see our advertisement on
page 46.

Berkeley Systems, Inc. 2349 **MOS**
1700 Shattuck Ave.
Berkeley, CA 94709

Berkeley Systems invites you to come see After Dark and Stepping Out II. After Dark has fifteen screen saving displays. Programmers can write their own screen savers. An "Anti-snoop" features enables you to put the screen to sleep in a password-protected mode. Stepping Out is a virtual software big screen, a solution that is both portable and flexible. For the Macintosh user who needs more space to work and space on her desk.

Bitstream, Inc. 5610 **B&C**
215 First St.
Cambridge, MA 02142

The Bitstream Typeface Library for the Macintosh® offers nearly 1000 typefaces with the same functionality and low memory requirements as Adobe fonts for Macintosh-driven PostScript® laser printers and typesetters; including clones. The Bitstream Typeface Library offers superb quality, and the largest selection of typefaces currently shipping; with more complete typeface families, more kerning data, NFNT support, true bold and italic screen fonts, and a flexible purchasing policy — users select only the typefaces they need.

Exhibitor Descriptions

Blyth Software, Inc. 1447 MOS
1065 E. Hillsdale Blvd., Ste. 300
Foster City, CA 94404

Omnis 5 is a powerful relational and/or hierarchical database applications generator for the Macintosh, IBM PC and compatible computers. Omnis 5 utilizes the graphical interface, enhanced memory, storage and color capabilities of both the Macintosh and the IBM PS/2 hardware. The multiplatform feature allows applications and data files to be ported between the Macintosh and IBM. It's multi-user and unique multiple open window environment allows ease of use. "Omnis 5 Express," a front-end program, enables users to input a set of criteria and Omnis 5 generates an application.

BMUG 619 MOS
2150 Kittredge, Ste. 3A-B
Berkeley, CA 94704

BMUG is an educational, non-profit corporation promoting the exchange of information. BMUG's 7000+ members, computing in 47 countries around the world, support its weekly meetings, 8-line BBS, help line, and publications. The BMUG software library is one of the largest, with over 500 disks of shareware and HyperCard stacks. Membership, disks and PD-ROM II will be available for purchase.

Boston Computer Society Macintosh 1743 MOS
48 Grove St.
Somerville, MA 02144

Bright Star Technology, 1940 Inc. MOS
1450 114th Ave. SE, Ste. 200
Bellevue, WA 98004

Develops multimedia software solutions, specializing in HyperAnimation technology. The company creates custom applications using "talking agents" that can be used for programs that need a more user friendly interface. Offers expertise in design of those applications. Bright Star's Macintosh products: InterFACE (interactive Facial Animation Construction Environment); HyperAnimator (develop B&W actors for HyperCard applications); Alphabet Blocks (teaches phonics to young children); Talking Tiles (teaches phonics and spelling).

Brøderbund Software, Inc. 825 MOS
17 Paul Dr.
San Rafael, CA 94903

Brøderbund is showcasing its latest title in the DTP field, TypeStyler™. TypeStyler is a highly acclaimed text manipulation program that allows you to achieve dramatic special effects with display type. Users can bend, squeeze, stretch, twist, flip and rotate type — or add perspective, shadows, shades, patterns and colors. TypeStyler™ comes with a variety of its own typefaces and works with any downloadable PostScript® fonts, including those from Adobe Systems, Inc.

Bruning 5341 B&C
777 Arnold Dr.
Martinez, CA 94553

C.A.R., Inc. 2719 MOS
7009 Kingsbury
St. Louis, MO 63130

If you do any type of publishing on the Macintosh, then you know how important it is to use high quality graphic clip-art in your work. Our company produces Clipables: the EPS Graphics Library, which has been rated one of the finest and most extensive EPS graphics collections available today. The library contains more than 600 EPS illustrations covering some 28 different topics, and comes complete on seventeen 800K diskettes. Please stop by Booth 2719. Special show pricing.

Please see our advertisement on page 47.

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Clipables is one of the finest and most extensive EPS graphics libraries available for the Macintosh computer.

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BOOTH # 2719

**For after show information
and sales, please call
1-800-288-7585**



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Exhibitor Descriptions

Caere Corp.
100 Cooper Court
Los Gatos, CA 95030

5148 **B&C**

OmniPage™ 2.1 the most advanced page recognition software available, compatible with MS-DOS or Macintosh personal computers. Scans all types of documents, separating text from graphics, OmniPage has the unique ability to convert almost all fonts and typefaces into electronic text for computer editing, storage and retrieval. OmniPage can recognize virtually all nonstylized fonts in sizes ranging from 6 to 72 points. Our new ad-on products include OmniDraft™, an OmniPage extension that enables recognition of draft-mode dot-matrix documents, OmniSpell™, the OmniPage spelling checker, uniquely tuned to correct OCR errors, OmniProof™, a tool for comparing two or more electronic versions of a document (lawyers call this "red-lining"), and OmniTrace™ Caere's new graphics-conversion program for creating and editing PostScript™ files from scanned images.

CalComp, Inc.
2411 W. La Palma Ave.
Anaheim, CA 92801

235 **MOS**

CalComp is demonstrating its new WIZ mouse system, which combines the best features of a mouse and an intelligent graphics pad; its recently announced DrawingCard two-page graphics display system for the Macintosh, comprising a single graphics board and a 21-inch high-contrast monitor; plus a variety of output devices, including pen plotters and high-resolution color desktop printers using thermal transfer technology.

Canon USA, Inc.
One Canon Plaza
Lake Success, NY 11042-1113

518 **MOS**

FV-540, Video Floppy Disk Drive, plays back a standard still video floppy and converts an image into digital through SCSI interface. IX-30F Scanner, a 300dpi eight-bit gray-scale scanner with SCSI interface. MO-5001S is rewritable magneto-optical disk system with SCSI interface. Its disk capacity is 256M byte per surface. Color laser copier 500 reproduces color images in 256 gradations with resolution of 400

dpi. It can be connected with the Macintosh computer through IPU.

Capilano Computing Systems
1168 Hamilton #501
Vancouver, B.C.
Canada V6B 2S2

1127 **MOS**

Carina Software
830 Williams St.
San Leandro, CA 94577

68 **MOS**

Casady & Greene, Inc.
P.O. Box 223779
Carmel, CA 93908

1613 **MOS**

It has been a busy year for C&G. The publishers of Crystal Quest, QuickDEX, and Fluent Laser Fonts will be introducing: 2 new color/BW action arcade Games; Recently released A.M.E. Security and Virus program; 8 new PostScript font volumes with 30 fonts; A new collection of productivity utilities; Yes, they may be showing even the new QuickDEX II.

Cayman Systems
26 Landsdowne St.
Cambridge, MA 02139

69 **MOS**

Cayman Systems will introduce GatorPrint, software for printing from UNIX computers to Postscript printers on AppleTalk. Cayman Systems will also demonstrate a complete line of Macintosh to Ethernet connectivity products. The GatorBox is a reliable hardware gateway that connects Macintosh networks to Ethernet. It supports AppleTalk and TCP/IP networks, as well as communications software from TOPS, Pacer, Alisa and others. GatorShare software turns the GatorBox into an NFS gateway for file service between Macintosh and UNIX computers. GatorMail-Q is an easy-to-use bridge from QuickMail to UNIX mail on SMTP networks, including the Internet.

cc: Mail, Inc.
2141 Landings Dr. Bldg. T
Mt. View, CA 94043

2125 **MOS**

CE Software
P.O. Box 65580
West Des Moines, IA 50265

931 **MOS**

QuickMail™ 2.2 - The best Electronic Mail available for Macintoshes and PC's. In/Out™ - The electronic people tracker allows you to check in, check out, leave word as to where you'll be and when you'll return. QuickKeys™ - the award winning "keyboard enhancer". DiskTop™ 4.0 - everything you can do with the Macintosh Finder--made available in a desk accessory. CalendarMaker™, MOCKPACKAGE™ Plus Utilities, & MacBILLBOARD™ - graphics, utilities and much more!!!!

Central Point Software, Inc.
15220 NW Greenbrier Pkwy., #200
Beaverton, OR 97006

5837 **B&C**

Central Point Software is introducing MacTools Deluxe - a comprehensive and powerful collection of hard disk utilities for the Macintosh into one, easy-to-use package. MacTools Deluxe can recover crashed disks, undelete files, backup hard disks, optimize volumes, find files, encrypt sensitive data, organize disks, quickly copy floppies and partition hard disks. Central Point is the leader in personal computing utility software, with over 1,000,000 registered users.

Ceres Software, Inc.
2520 S.W. Hamilton St.
Portland, OR 97201

144 **MOS**

Visual thinkers - Ceres Software presents the only Macintosh product for you! If you brainstorm, plan or organize by drawing pictures on a note pad or whiteboard, INSPIRATION™ is for you! INSPIRATION 2.0 - The Thought Processor™ combines fast and easy visual diagramming and powerful outlining. Enjoy your work, use the visual method that is natural to you, then instantly organize your ideas into written form. Use INSPIRATION for brainstorming, creative thinking, planning and organizing.

ing your ideas. For managers, analysts, strategic planners, entrepreneurs, writers, professors, and consultants. INSPIRATION is the thinking tool for creative and visual people. Come and see what visual thinking can do for you!

Please see our advertisement on page 49.

Champion Business Systems, Inc. 5910 **B&C**
17301 West Colfax Ave., Ste. 250
Golden, CO 80401

Champion Business Accounting Software is the first Real-Time system which never requires batching or posting runs. The Champion System features context sensitive Help screens, on-line Look-Up and automatic system recovery. Champion features General Ledger, Accounts Receivable, Accounts Payable, Inventory, Payroll, Job Costing and Job Estimating modules. Champion is written in FoxBASE+/Mac and source code is included for custom modification.

Chang Labs 1747 **MOS**
3350 Scott Blvd., Bldg. #25
Santa Clara, CA 95054

C.A.T.3: an astonishing new productivity tool, combining the Mac's fastest relational database with word-processing and forms management. C.A.T. keeps track of your contacts, writes and stores letters, forms, and all your activities, and files it all by date, person, and activity. An ideal laptop companion! MacCalc: combining speed, style, and simplicity in an Eddy Award-winning spreadsheet that's the best spreadsheet value anywhere. Rags to Riches: top-rated modular accounting series. SPAMM: a software accelerator for Macintosh Mathematics!

Chartmasters, Inc. 2714 **MOS**
201 Filbert St.
San Francisco, CA 94133-3298

Chartmasters is the exclusive Autographix Overnight Slide Service Center for Northern California providing 35mm color slides, duplicates and overhead transparencies from leading Macintosh and DOS-based graphics software pro-

grams. These include Aldus Persuasion, Cricket Presents, PowerPoint, Harvard Graphics, Lotus Freelance Plus and others. A full spectrum of services are provided by a 60-person staff including designers, computer graphics artists, typographers, photographers, photo lab technicians, desktop presentation specialists and software trainers.

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getting."*
Steven Fair's
CompuServe review

*"Great concept! New
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mapping, clustering,
concept mapping —
D(iag)rammatically
easier!"*
Tom Carney, PhD.,
Univ. of Windsor



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highly recommend
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develops or analyzes
ideas, who gathers
notes for written
work, or who spends
any significant time
problem-solving."*
Will Newman II, Mac.
Bus. Group of OR

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Ceres Software, Inc.
2520 S.W. Hamilton St.
Portland, OR 97201 503-245-9011

Exhibitor Descriptions

CheckMark Software, Inc. 948 **MOS**
1520 E. Mulberry, Ste. 200
Fort Collins, CO 80524

Accounting software easy enough for the non-account to use and understand; yet powerful enough to appeal to Certified Public Accountants. Complete financial statement presentations with comparisons to the prior year. A year-to-date general ledger listing with a complete audit trail of the entire year's transactions. And a payroll program that is second to none. Calculate and print paychecks in seconds, not hours. Track all employer taxes, print W-2's.

Chinon America, Inc. 5422 **B&C**
660 Maple Ave.
Torrance, CA 90503

Image Scanners: Chinon will display its DS-3000, the first moderately priced Macintosh and IBM compatible scanner utilizing a proprietary overhead scanning device which operates in ambient lighting. This unique technology reduces the number of operating parts and power requirements. CD-ROM/Audio Drives: Chinon will also display its Macintosh and IBM compatibles such as the newly announced CDA-431 external and the CDS-430 external as full featured audio CD players capable of reading mixed ROM and audio disks.

Please see our advertisement on page 43.

Circuit Research Corp. 2703 **MOS**
4 Townsend West, Ste. 3
Nashua, NH 03063

Circuit Research will preview its new line of FlexFAX telecommunication products. FlexFAX 9600, an external 9600bps FAX modem and the FlexFAX 9624, incorporating a Hayes compatible 2400bps data modem with 9600bps facsimile capability. Both FlexFAX products operate in the background and feature network operation with Microsoft Mail 2.0 and CE Quickmail. Premiering will be the newest member of the FlexFAX family, the FlexFAX personal.

Claris Corp. 1007 **MOS**
5201 Patrick Henry Dr.
Box 58168
Santa Clara, CA 95052-8168

Claris Corp. will be featuring its Macintosh productivity software for business and education. These include the best-selling database manager, FileMaker II; MacWrite II, the essential in word processing; the leading drawing tool for business, design, and engineering, MacDraw II 1.1; the two-dimensional computer-aided design and drafting product, Claris CAD; MacProject II 2.0 for planning and presenting even the most complicated projects; and SmartForm Designer, a versatile forms development tool.

CMS Enhancements, Inc. 2549 **MOS**
1372 Valencia Ave.
Tustin, CA 92680

CMS Enhancements, Inc. is a major international leader in the global development and production of Macintosh compatible mass storage peripherals and accessory products. Products shown at MACWORLD Expo will include internal and external fixed hard disks from 20 to 600 MB or more in capacity, 45 MB removable cartridge drives, 60 to 250 MB tape-backup drives, 600 MB CD-ROM drives, modems, uninterruptible power supplies, cables and accessories and some upcoming new products.

Coda Music Software 2711 **MOS**
1401 E. 79th St.
Bloomington, MN 55425

Finale® is a high-end music transcription and notation environment, with complete editing and publishing capabilities. MusicProse™ was developed from the same technology as Finale. Designed especially for songwriting and small ensemble scores. Perceive® is an ear training package that contains software, textbook, and workbook. MacDrums® is a fun and easy to use drum synthesizer and sequencer.

Cognition Technology Corp. 1517 **MOS**
55 Wheeler St.
Cambridge, MA 02138

Complete PC, The 5600 **B&C**
1983 Concourse Dr.
San Jose, CA 95131

The Complete PC, a leading manufacturer of fax, voice mail and scanner products, will be showing two scanners for the Macintosh Computer. The Complete Half-Page Scanner/400 for the Macintosh is a 4.1" wide hand-held scanner which scans at 200, 300 or 400 dpi. The Complete Page Scanner for the Macintosh is a 200/300 dpi sheet-fed page scanner. Both scanners include a SCSI interface box and flexible SmartScan™ image manipulation software for editing and saving scanned images.

CompServCo 1321 **MOS**
1921 Corporate Square Blvd.
Slidell, LA 70458

HyperGene is a genealogy program which keeps track of relatives, whether by blood or marriage, as well as information such as alias, spellings, land holdings, military history, artifacts, documentation, and bibliographies. Ancestors and descendants can be viewed or printed in a tree format from the point of view of any subject. At any time, a book can be printed with all of the appropriate trees and subject data sheets.



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The largest group of Mac® users in the world shares its problems and solutions online every day in CompuServe's Mac Forums. And you can join them.

Find out which Mac software lives up to its claims, which hard drive is best for your applications, how to use the new and exciting HyperCard. Get support from Mac software authors and hardware vendors.

Struggling with a complicated desktop publishing program? Ask someone who's been through it all. Can't make your word processing software work with

PixelPaint? Visit a CompuServe Mac Forum and get the answers. There's no better way to get more out of your Mac.

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CompuServe®

Come Visit Our Booth at the MACWORLD Expo
in Moscone Center, Booth #1925.

Exhibitor Descriptions

CompuCover® 1932 **MOS**
2104 Lewis Turner Blvd.
Fort Walton Beach, FL 32548

CompuCover® will display a complete line of Static-Free Dust Covers and KeySkin™ Keyboard Protectors for the Macintosh along with DiskWallets and Mouse Pads. CompuCover® Dust Covers are stylishly fitted to all Macintosh equipment and are made from the finest materials available. CompuCover® KeySkin™ Keyboard Protectors fit over the Macintosh keyboard and stay on to protect your keyboard even while in use. Clear to the eye, soft to the touch, you just type right through them. CompuCover® Disk Wallets which hold sixteen 3.5-inch disk will last for years and are just the thing for carrying your disk from computer to computer.

COMPUnearring Inc. 1232 **MOS**
113 McCabe Crescent
Thornhill, Ontario
Canada L4J 2S6

COMPUnearring Inc. carries civil engineering, surveying, and related software, such as: FRAME mac and BEAM mac (structural analysis of frames, trusses, and beams); DS-Steel, DS-Wood, DS-Concrete (structural design); LANDesign (surveying/COGO); LANDcalc (deed plotting); MacGRIDZO (contour mapping/terrain modelling); MacRoad (road design); Hydro Mac (detention pond design); VALE and MacEarthworks (earthwork, estimation); and MacShapes (structural properties). A new publication on engineering & science on the Macintosh will be at the booth. (LANDcalc is a new product, which will first ship in February 1990, before the show.)

CompuServe Inc. 1925 **MOS**
5000 Arlington Centre Blvd.
Columbus, OH 43220

CompuServe Inc. will feature the CompuServe Information Service, the world's largest online information service for personal computer users. CompuServe provides access to more than 1,300 databases covering hundreds of subject areas. Demonstrated will be the Macintosh version of the CompuServe Information Manager, the company's new user interface, and CompuServe Navigator, communications and

productivity software for the Macintosh. Michael O'Connor, developer of CompuServe Navigator, will be on hand for demonstrations throughout the weekend.

Please see our advertisement on page 51.

Computer Accessories/ Proxima 5616 **B&C**
6610 Nancy Ridge Dr.
San Diego, CA 92121

CA/Proxima will be introducing a full color version of its popular Proxima Data Displays, LCD projection panels. In addition, CA/Proxima will display the Proxima Data Display MultiMode Mac-Pac. Both LCD projection panels provide high resolution compatibility with the Macintosh II (640 x 480) and downward compatibility to the Macintosh SE family and Macintosh compact computers. They are both equipped with wireless remote controls for more effective presentations.

Computer Associates International, Inc. 443 **MOS**
1240 McKay Dr.
San Jose, CA 95131

Computer Associates International, Inc. will be giving stage presentations of its integrated desktop graphics software, CA-Cricket Presents (desktop presentation system), CA-Cricket Graph (technical graphing system), CA-Cricket Stylist (object and Bezier-oriented drawing system), and CA-DISSPLA (scientific and engineering visualization system) will be showcased on the Macintosh, MicroSoft Windows, and Sun Microsystems environments. The company will also be demonstrating its new version of ACCPAC Bedford Simply Accounting for the Macintosh, a small business accounting package.

Computer Currents 5002 **B&C**
5720 Hollis St.
Emeryville, CA 94608

Computer Expressions 1135 **MOS**
3833 Chestnut St.
Philadelphia, PA 19104

Computer Expressions offers both a Canvas Mouse Pad and a hard-surfaced Turbo® Mouse Pad. Both pads can be imprinted with a special process which enables them to cover the entire surface of the pad with high-resolution, multi-color artwork, at the same time as guaranteeing that the imprint will not crack, fade, or interfere with the mouse for the life of the pad. Apple Hi/Res® Mugs feature the six-color Apple logo, and are available in reasonable quantities to all Apple personnel, dealers, and VARS.

Computer Friends, Inc. 1506 **MOS**
14250 NW Science Park Dr.
Portland, OR 97229

Computer Friends, Inc. will display a line of video and gen-lock cards including the new 24-bit ColorSnap-32™, a color digitizer board being demonstrated with high resolution cameras, standard TV cameras and still video cameras. Other new products include a PAL version of ColorSnap-32 and a 24-bit color, full-speed frame grabber. Also displayed will be TV Producer II, the well known, gen-lock overlay card now at it's second generation. Other products displayed will be the LightFax 9624 fax/modem; the LightSpeed 9624, a 9600 baud modem and the new A-size, full page hand scanner. Computer Friends will also be displaying the famous and original MacInker, an automatic ribbon re-inker.

Computer Graphics Review Magazine 5536 **B&C**
9221 Quivira
Overland Park, KS 66215

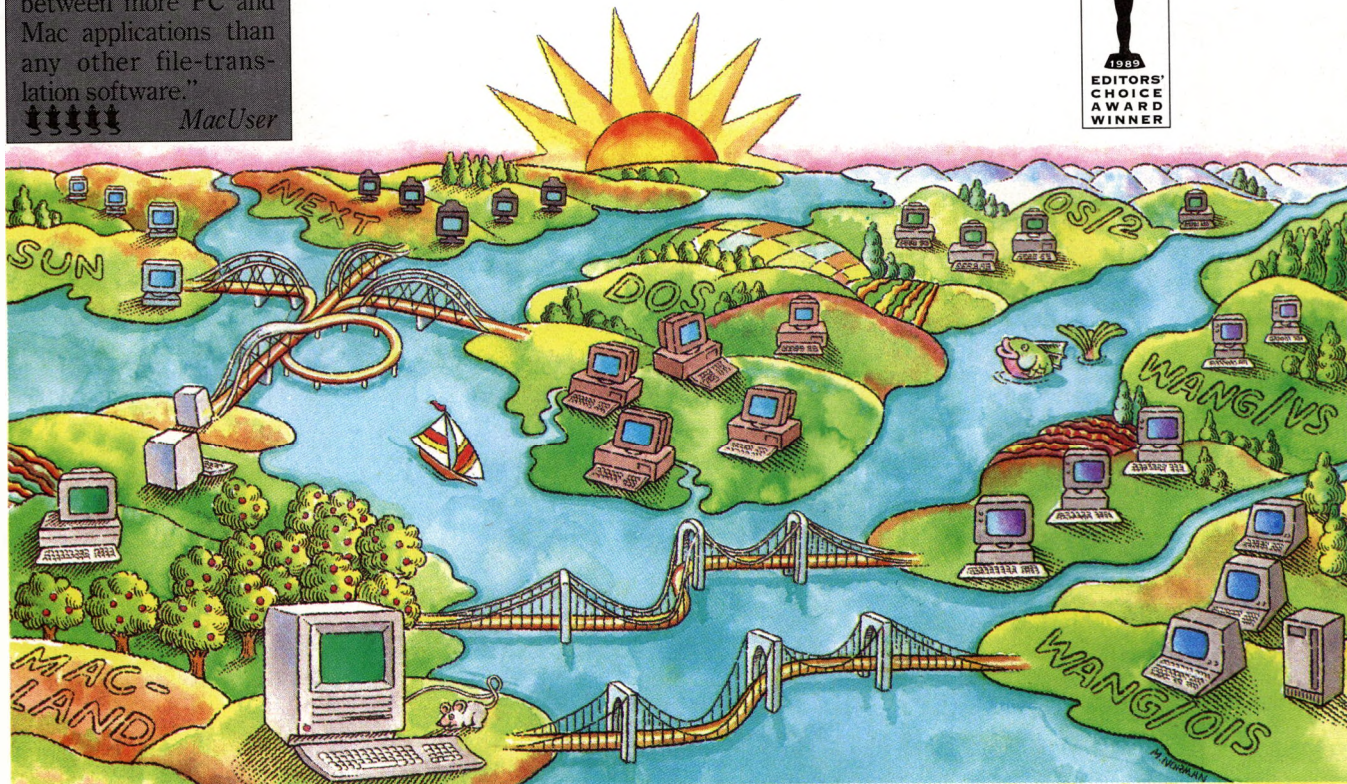
Computer Graphics Review identifies and interprets significant technological and business developments which impact computer graphics purchasing decisions.

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MacUser



The award-winning software package that transfers and translates files between Macintosh and DOS or OS/2 programs now does the same for Sun worshippers. And for the NeXT world.

With MacLinkPlus/PC, you can now send files in either direction between Macintosh and virtually any other desktop environment. Files arrive in the new environment with the correct styles and formats in place—just as if they had been created there.

MacLinkPlus/Wang OIS and MacLinkPlus/Wang VS provide the same bi-directional connectivity between Macintosh and Wang.

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The MacLinkPlus/PC package arrives with everything you need—software, manual, a direct connect cable (a Hayes modem or compatible also works), and our full library of over 100 translators.*

If you don't need file transfer capabilities (maybe your Macs and PCs already share a network or server), then simply order MacLinkPlus/Translators. It's the same package without the cable and communications capabili-

ties. And, it's the ideal software purchase for anyone with a Macintosh FDHD SuperDrive or external drive that reads DOS disks.

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Make incompatibility a thing of the past with the MacLinkPlus family of Databridge products. For the name of your nearest DataViz dealer, call 203-268-0030 today.

**takes advantage of special connections built into MacWrite® II from Claris™*

All product names are trademarks of their manufacturers.



DATAVIZ
THE DATABRIDGE SPECIALISTS

See Us at MACWORLD Exposition Booth #319

Exhibitor Descriptions

Computer Sciences Corp. 5912 **B&C**
102 Executive Dr.
Moorestown, NJ 08057

CSC is introducing VideoDesk™ 1/24, the first high resolution, 32-bit Quickdraw board with built-in live color capture. VideoDesk 1/24 is a 1024x768x24 bit video module with an on-board, real-time color video digitizer. With VideoDesk 1/24, you can display the Desktop™ in true-color, and simultaneously display live video in a resizable window at 30 frames per second. For desktop publishing, you can capture a freeze-frame to disk in PICT or TIFF format.

Computer Selection 307 **MOS**
201 Mission St. (@ Beale)
San Francisco, CA 94105

Buy your Macintosh here! Computer Selection is your local Authorized Apple dealer in San Francisco and Sunnyvale. We have incredible show specials on all Apple products, including all Macintosh Plus, Macintosh SE, Macintosh IIfx & ci, the Macintosh Portable, LaserWriter printers, Image-writers, Hard Disks, Modems, and more. We have plenty of inventory here at the show so you can take it with you when you leave, or we'll ship almost anywhere. Buy your Macintosh here!

ComputerLand/Infomax Management Group 2720 **MOS**
1590 Solono Way
Concord, CA 94520

ComputerLand/Infomax Management Group, the largest ComputerLand franchise in the United States, is a full service microcomputer dealer with fourteen authorized sales and service centers. ComputerLand/ Infomax is authorized to sell and service the entire line of Apple products, as well as products of other leading manufacturers. Our professionals specialize in LANs, CAD, Computer Training and Accounting. ComputerLand/ Infomax can provide various financing options; system configuration, delivery and set-up; software installation; and warranty service.

ComputerWare 635 **MOS**
2800 West Bayshore Rd. 5407 **B&C**
Palo Alto, CA 94303

ComputerWare, the original source of products solely for the Macintosh now has 5 bay area stores: San Francisco, Palo Alto, Berkeley, Sunnyvale and Santa Cruz. Visit our booths in both Moscone and Brooks Hall for the best

prices and biggest selection at MAC-WORLD. We also serve customers through our corporate and international departments. Our product line includes software, hardware such as hard drives, monitors, accelerators and color cards, accessories, and peripherals.

Please see our advertisement on pages 54 & 55.

The Best Macintosh Values *Guaranteed*

Low Prices, Full Service, and Possibly the Largest Selection of Macintosh Products In The World.

Low Prices. We are, by far, the largest volume dealer of Macintosh related products in the Bay Area. We have five Bay Area locations to serve you. We sell to over 60 countries worldwide. And we service hundreds of corporate accounts across the United States. Because of this, we can buy in huge volumes and pass the savings along to you through lower prices.

Full Service. In addition to the many services you would expect from our Retail, International and Corporate Groups, we offer a complement of important services, including:

FREE Technical Support-Our technicians know Macintosh hardware and software products inside and out and can handle just about any problem you can throw at them.

One of the most comprehensive Training programs in the country-We train the employees of organizations such as Hitachi, MacUser, NASA, and Stanford University. We teach everything from beginning word processing to advanced graphics. And we offer on-site training as well.

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COMPUTERWARE

THE MAC SOURCE

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B&C indicates Brooks Hall & Civic Auditorium **MOS** indicates Moscone Center

Exhibitor Descriptions

Connectix Corp.
125 Constitution Dr.
Menlo Park, CA 94025

2709 **MOS**

Connectix Corp. will showcase Virtual 2.0, an operating system initializer for the Macintosh II, IIx, IIcx, IIfx and SE/30 computers which provide virtual memory capability to the Macintosh

family of computers. Virtual allows these computers to run all standard application software with up to 14 Mbytes of virtual memory while having as little as 2 Mbyte of DRAM installed. Virtual memory works by taking information which would normally be stored in RAM and storing it instead on less expensive hard disk space. The infor-

mation on the hard disk is transparently retrieved when required by the CPU. These rapid accesses to the hard disk drive allow the Macintosh to operate as though it had 14 Mbytes of DRAM installed, but at a fraction of the cost.

Creative Software 5327 **B&C**
55 Clinton Ave.
New Providence, NJ 07974

Easy Color Paint is a high-quality, low-cost 256-color painting program for the Macintosh. Version 1.1 provides multiple palettes, color printing, resizable windows, user-defined patterns, reading and writing of PICT files. Plenty of power, but easy to learn and fun to use. Includes User's Guide, sample color pictures, and a "high-tech coloring book" of black and white pictures ready to be colorized. Perfect for anyone with access to a color Mac.

Creative Solutions, Inc. 5821 **B&C**
4701 Randolph Rd., Ste. 12
Rockville, MD 20852

Expansion products for the Macintosh Portable for ROM & RAM will be featured. Other hardware solutions from Creative Solutions include add on serial and parallel ports for the Mac II modular line, prototyping tools for the Mac II and SE/30, and the popular Forth programming language for the Mac - MacForth. Specialists will be available to discuss OEM pricing and quotes for custom board designs. Please stop by . . .

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At ComputerWare, we carry
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the multimedia company

EMERALD CITY
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SILICON BEACH
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Exhibitor Descriptions

Crosby Creations 223 **MOS**
East 124 Sinto Ave.
Spokane, WA 99202

Your budget and your computer will thank-you for checking out Crosby Creations before your buy dust covers, disk wallets, mousepads or keyseals. Anti-static nylon fabric dust covers by Crosby Creations protect your valuable computers and look great! Durable, light carry cases by Crosby Creations are designed for easy access to your computer. Mousepads, disk wallets and clear plastic keyboard seals are priced to beat our competition.

CTA, Inc. 5823 **B&C**
747 Third Ave., 3rd Flr.
New York, NY 10017

Custom Applications, Inc. 2042 **MOS**
900 Technology Park Dr.
Billerica, MA 01821

Freedom of Press is a software PostScript language compatible interpreter for the Macintosh. The software allows you to print PostScript language documents on ordinary printers including, laser, dot-matrix, ink jet, thermal transfer and film recorders. The package includes 35 fonts, support for monochrome and color 24 and 32-bit, in addition to drivers for over 60 imaging devices. A Macintosh SE30, II, IICX, IIX or IICI and 2 megabytes of memory is required.

Dantz Development Corp. 431 **MOS**
1510 Walnut St.
Berkeley, CA 94709

Dantz Development is the leader in Macintosh backup and archive software. Retrospect™ frees hard disk space by putting inactive but still useful files where they belong: in an archive. Or use Retrospect for backup. Now supports DAT and Exabyte tape drives. Features versatile file selection, individual or global restore, a calendar for unattended use, compression, encryption, operation in MultiFinder background, and more. Full network support including backup and restore of AppleShare access privileges.

Data Pad 5216 **B&C**
946 No. State
Orem, UT 84057

Data Pad produces the highest quality mouse pad in the world, creating customized promotional pads for the industry's leading manufacturers, developers, and publishers. Our Speed Pad® is the original hard-topped pad. The patented See-Thru Mouse Pad™ was developed to maximize the power of any developer's application. The clear, flip-up cover holds Software Reference Cards, increasing ease of use and fast startup by placing a software expert at the user's fingertips.

Data Spec 5324 **B&C**
9410 Owensmouth Ave.
Chatsworth, CA 91311

Data Spec, a division of Alliance Research Corp., has gained recognition in the computer industry for offering one of the most extensive lines of high quality computer accessories. Mac Switch, Modunet EZ, First Link Instant Appletalk Network Starter Kit, Networking Accessories, Surge Protectors, Data Switch Boxes, Data Interrupt Eliminators for Modems and Macintosh Compatible Cable Assemblies are among the many products to be displayed by Data Spec.

Datadesk International 2413 **MOS**
9314 Eton Ave.
Chatsworth, CA 91311

Datadesk announces the latest in keyboard technology: The Switchboard™, the most advanced keyboard in the world. It is a modular keyboard for both Mac & IBM with slots that allow you to easily switch (rearrange) the keyboard's layout to suit your individual needs. Extra plug-in modules, such as a trackball and extra function key modules, are available to further personalize the keyboard. With a complete family of plug-in input accessories to follow shortly, The Switchboard will become the new standard for the computer-user interface.

DataViz, Inc. 319 **MOS**
35 Corporate Dr.
Trumbull, CT 06611

DataViz, specialists in databridge software, will be demonstrating their MacLinkPlus family of connectivity software. These award winning applications provide Macintosh file transfer and translation to a host of environments including IBM PC, NeXT, SUN, and WANG systems. All packages include communications and a library of over 100 file translators. Featured will be MacLinkPlus Version 5. Included among the many new enhancements of this version are additional translators for Harvard Graphics, Ventura Publisher, AutoCad, MacWrite II, Works PC and others.

Please see our advertisement on page 53.

Dayna Communications Inc. 917 **MOS**
50 South Main St., 5th Flr.
Salt Lake City, UT 84144

DaynaFILE is an external disk drive for the Macintosh that allows your Macintosh to read and write MS-DOS disks. The DOS Mounter allows MS-DOS files in your Macintosh with the FDHD drive to appear on the desktop. DaynaMAIL is electronic mail for Macintosh, PC, and mixed workgroups. DaynaTALK increases the capacity of LocalTALK compatible cables to handle heavy network usage without degrading performance. DaynaNET offers all the features of a high-end LAN at an entry-level price.

Please see our advertisements on pages 57 & 73.



All In The Family.

Dayna Communications now provides one-stop network shopping for Macintosh® and IBM® PC customers.

DaynaNET

For high performance network connectivity, DaynaNET is a local area network operating system for Macintosh and mixed Macintosh and PC work groups. A unique version of top-selling NetWare® DaynaNET offers many of the features of a high-end LAN at a price that entry-level customers can afford.

DaynaTALK

To improve network performance over LocalTalk® cables, add DaynaTALK. A cost-effective alternative to Ethernet, DaynaTALK increases the capacity of LocalTalk and PhoneNET® cables to

handle heavy network usage without degrading performance.

DaynaMAIL

Improve work group communications with DaynaMAIL. For electronic mail in mixed Macintosh and PC workgroups, DaynaMAIL provides full-featured, seamless connectivity over DaynaNET and NetWare networks.

So when it comes to network solutions, get them from Dayna. And keep it all in the family.



Dayna

50 South Main, Fifth Floor, Salt Lake City, UT 84144, 801 531-0203

Dayna and the Dayna logo are registered trademarks and DaynaNET, DaynaTALK and DaynaMAIL are trademarks of Dayna Communications, Inc. All other product names are trademarks or registered trademarks of their respective holders. DaynaNET is an OEM version of NetWare®

Exhibitor Descriptions

DayStar Digital, Inc. 1629 **MOS**
5556 Atlanta Hwy.
Flowery Branch, GA 30542

Maximum performance for the entire Mac II family. Participate in ongoing demonstrations of the Mac IIci cache board and The Fastest Mac Alive. DayStar's 50 MHz Accelerator running typical graphics, publishing and CAD software. Also see DayStar's new System XCI NuBus boards; SCSI XCI for fast hard drive access, RAM XCI and Video XCI for accelerated 24 bit color. State-of-the-Art technology at new low prices, available today. See our demonstrations or bring your own test.

DCA 1349 **MOS**
1000 Alderman Dr.
Alpharetta, GA 30201

DCA's MacIRMA Family of Products gives you the power of IRMA and the ease of your Macintosh. MacIRMA products let your Macintosh function as an IBM 3270 terminal, communicating with an IBM mainframe computer. Products include MacIRMA coax hardware for the Mac SE, SE/30, and NuBus platforms. Software options include MacIRMA Entry Emulator for CUT text emulation, MacIRMA Graphics for mainframe graphics access, MacIRMA API for C or HyperTalk Application development, and MacIRMA WorkStation for DFT and 3287 printer emulation.

Deft 5553 **B&C**
557 Dixon Rd., Ste. 111
Rexdale, Ontario
Canada M9W 1H7

The Deft™ CASE system enables RDBMS engineers to design systems using the Macintosh's intuitive interface. Deft™ supports data and process modeling and covers the full life-cycle of projects, and its multi-user dictionary makes it suitable for large projects. In addition, Deft's Gateways generate SQL schema and user screen forms automatically from the design, as well as a reverse engineering facility that takes you back to CASE diagrams again. Deft™ supports Ingres, Oracle, Sybase and Rdb.

DeltaPoint, Inc. 743 **MOS**
200 Heritage Harbor, Ste. G
Monterey, CA 93940

DeltaPoint, maker of MindWrite and Trapeze, is demonstrating two hot new products, a charting and graphics package and an entry-level word processor/page layout program. Delta-Graph™ 1.1 features 25+ 2-D and 3-D charts, perspective views, Postscript® support, links to Excel 2.2, internal drawing package, full color and pattern support, bezier curves, multifont text editing. Taste, the new \$99 word processor features drawing tools, address book, mail merge, text and background color, graphical page layout.

Deneba Software 143 **MOS**
3305 N.W. 74th Ave.
Miami, FL 33122

UltraPaint™, the unique new painting program from Deneba Software which incorporates B&W painting, color painting, and image processing, will be highlighted for the first time. UltraPaint supports 256 colors, a multi-color airbrush, editable mask & lasso, blended fills, color gradients, contrast & brightness, lighten & darken, a water droplet tool, and more for only \$199. The enhanced new version of the popular object-oriented drawing package, Canvas™ 2.1 will also be featured along with Spelling Coach™ Professional 3.1, the complete spelling and reference system, The Big Thesaurus™, the most comprehensive thesaurus for the Macintosh, and Comment™, an electronic equivalent of post-it notes.

Design Science, Inc. 437 **MOS**
6475-B E. Pacific Coast Hwy., Ste. 392
Long Beach, CA 90803

Design Science is demonstrating two software products at MACWORLD. ParaFont is a PostScript font transformation and customization utility that lets you derive new fonts from existing fonts in minutes. It can be used to create expanded, condensed, and slanted fonts, fractions, old-style numerals, small caps, and more. MathType 2.0 is an intelligent mathematical equation editor. It allows you to build complex mathematical expressions using simple point-and-click techniques, and then import them into your documents.

Digidesign, Inc. 2710 **MOS**
1360 Willow Rd., Ste. 101
Menlo Park, CA 94025

Digidesign will feature Audiomedia™ – a direct-to-disk, CD-quality recording, editing and playback system for the Macintosh II. Audiomedia includes a NuBus card using the Motorola 56001 digital signal processor, Audiomedia software for recording and editing sound files, and SoundAccess™, a HyperCard XCMD/XFCN used to record and playback sound files from within HyperCard® and other programs such as MacroMind's Director Interactive.

Digital Vision, Inc. 58 **MOS**
270 Bridge St.
Dedham, MA 02026

Digital Vision will demonstrate a new full-color version of ComputerEyes, a low-cost (under \$450), high-quality video digitizer for the Mac II. Color ComputerEyes accepts input from standard video sources, digitizes in either 8-bit or 24-bit mode, and saves images in all standard file formats (TIFF, PICT, MacPaint). Also featured will be the popular B&W version of ComputerEyes, retailing for \$250, which captures 256 grays. Images are compatible with virtually all graphics applications such as desktop publishing, presentation graphics, and design arts.

DisCopyLabs 543 **MOS**
48641 Milmont Dr.
Fremont, CA 94538

DisCopyLabs is a full-service software manufacturing facility providing duplication of 3-1/2" diskettes for software developers, hardware manufacturers, corporations and other organizations needing volume software reproduction. Other services include duplication of diskettes, 9-track tapes, data cartridges and package assembly and order fulfillment. For "perfect originals", call on DisCopyLabs, the complete software production service.



Photograph Copyright © 1990 by James D. Watt from WhaleSong

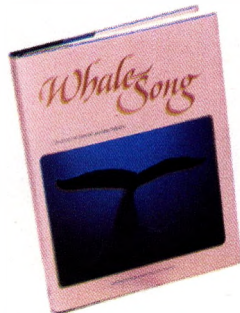
Speed, Power, and Grace.

No finer symbol of speed, power and grace exists than the Great Whale, and seldom has that essence been so eloquently captured as in *WhaleSong*, the first full-color "coffee-table" book created entirely on the Macintosh®.

Siclone is a proud sponsor of the WhaleSong Project*. Our Si3033 and Si3050 Accelerators give WhaleSong's Macintosh publishing system the speed and power to produce full-color prepress separations quickly and cost-effectively.

We're happy to present the *WhaleSong* team at Macworld Expo San Francisco, with a continuous demonstration of the tools and techniques used to create this amazing book. We invite you to visit us at Moscone Center, Booth 1607.

WhaleSong



Siclone®

Moscone Center — Booth 1607

*Proceeds from the sale of *WhaleSong* books go toward whale conservation and research conducted by Earthtrust, Save the Whales International, and Save the Dolphins International.
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presentation,
and CAD
displays
depart from
the ordinary
at Booth 1725!



E-MACHINES

E-Magination at work™

Exhibitor Descriptions

Disini Software, Inc. 59 MOS
2504 Sacramento St., Ste. 1
San Francisco, CA 94115

Disini Software's new distributed communications server software lets you enhance the functionality of your appletalk network. You can share modems on the network, queue outgoing calls to modems and pool together modems on different macs. Justify the cost for expensive 9600 baud modems by letting other macs access that modem.

DMA 945 MOS
1776 East Jericho Turnpike
Huntington, NY 11743

PCMACTERM II is a Macintosh to PC bi-directional file transfer software package. Also, controls a PC host from a Mac including internal cards and peripherals just as if you were sitting at the keyboard of the PC transfer files in background under Multifinder. Supports CGA, EGA + VGA graphics. High speed modem support with baud rates up to 57,600. PCMACTERM II/Network allows any PC or Mac on an Appletalk network to remotely control a PC host that is connected to the same network, run its software and peripherals, including connections to a PCLAN or mainframe, and transfer files between Macs and PC's on the network.

Douglas Electronics, Inc. 1841 MOS
718 Marina Blvd.
San Leandro, CA 94577

Let Douglas Electronics introduce you to electronic CAD on the Macintosh with the Douglas CAD/CAM Professional System. An end-to-end solution for your printed circuit board needs, the system includes schematic, layout and autorouter software. Perfect for simple and complex boards alike, the software will handle a 16-layer, 32" x 32" board. When the board layout is complete, simply transfer it over the modem to the Douglas CAM Facility to have photoplots and/or prototype boards produced. Turnaround is as fast as 24 hours for film and 3 days for boards.

Dove Computer Corp. 1937 MOS
1200 North 23rd St.
Wilmington, NC 28405

Fax directly from your Mac! Dove introduces Macintosh Fax modems which operate at 9600 baud rate, combine a 2400 baud data modem and operate entirely in the background for uninterrupted desktop productivity. Also previewing are Dove's new and improved high-performance/low cost accelerators which utilize the latest technology to bring you performance without price. Dove's Ethernet connectivity products give you access to other Macs or to unlike systems in a wider networking environment.

Dow Jones & Company, Inc. 128 MOS
P.O. Box 300
Princeton, NJ 08543-0300

Dow Jones publishes investment software for the Macintosh. This year Dow Jones Software presents an extensive upgrade to its technical analysis program, Market Analyzer™. The new Market Analyzer PLUS™ 2.0 features increased security histories from Dow Jones News/Retrieval®, as well as sophisticated charting and analysis. Dow Jones also is demonstrating Market Manager PLUS™ 2.0, portfolio management software, and the News/Retrieval Membership Kit, which includes E-Z Online™ software for automating online sessions.

DPI 5423 B&C
40 Corning Ave.
Milpitas, CA 95035

We are Manufacturers of Computer Peripherals, DPI 44 Removable (Syquest), DPI 1.4 Floppy drive, DPI Read Write Optical, and 20MB through 600MB hard drives for the Macintosh and IBM P.C. We supply direct support for our product Sales, Technical Support, and technically advancing of the latest mass storage devices.

Dr. Mac, Inc. 5807 B&C
14542 Ventura Blvd., Ste. 200
Sherman Oaks, CA 91403

Dream Maker Software 5007 B&C
7217 Foothill Blvd.
Tujunga, CA 91042

Dream Maker Software features collections of high resolution Encapsulated PostScript (EPS) and bit-mapped clip-art for Macintosh computers. Brand new for Macworld San Francisco, is Cliptures, Volume 3 - Sports. This new collection of EPS images contains original drawings of men and women at play, plus a wide assortment of sports related graphics and symbols. Other Dream Maker collections include Cliptures, Business Images, volumes 1&2, and MacGallery.

DuPont 5804 B&C
9316 Cove Dr.
Myrtle Beach, SC 29572

DuPont Company 5800 B&C
1007 Market St.
Wilmington, DE 19898

DuPont is introducing MacBLITZ™ the first UNIX co-computer for the Macintosh II. The single board MacBLITZ™ supplies the power and performance of UNIX, while simultaneously maintaining Macintosh productivity. Access UNIX applications on MacBLITZ through the Macintosh GUI and any Macintosh software. With MacBLITZ the MacUNIX Interface is transparent. Developers can simultaneously run Macintosh software, use Macintosh software tools on UNIX files, or use UNIX with a RISC based CPU (14MIPS, 4.5Mflops at 50MHz).

Please see our advertisements on pages 17 & 19-21.

Dynamac Computer Products, Inc. 613 MOS
555 17th St., Ste. 1850
Denver, CO 80202

Dynamac SE/30 - the portable SE/30 provides a 16 MHz 68030, 68882 Math Co-Processor, bright 640x400 EL display, 2-8 MB RAM. 40-200 MB Hard Drive, 2400 baud modem, 9600 baud FAX Modem, supports all Apple monitors, SE/30 direct slot, will support virtual memory under System 7.0, carrying case, MindShare, Sharp Wizard and cable. One year full warranty.

Exhibitor Descriptions

Dynamic Graphics, Inc. 1833 **MOS**
6000 N. Forest Park
Peoria, IL 61614

DeskTop Art™/EPS Designer's Club™, offering themed monthly collections of EPS images with IDEAS AND IMAGES booklet with idea starters, how-to tips and hard copy pictorial index. Benefits also include FREE disks of general purpose EPS images and storage units for monthly disks and IDEAS AND IMAGES booklets. Also DeskTop Art non-EPS collections and STEP-BY-STEP ELECTRONIC DESIGN How-To Newsletter for Electronic Designers. Step-By-Step Video™ - Desktop Design: 1, Basic electronic graphics processes. CLIPPER CREATIVE ART SERVICE™ monthly hard copy art resource.

Dynaware Corp. 2537 **MOS**
1163 Chess Dr., Ste. J
Foster City, CA 94404

DynaPerspective is a 3-D Design and Presentation software for architects, engineers, and other professionals who need to communicate 3-D concepts. DynaPerspective's realistic shaded color renderings, walk through animations and transparent attributes make this product ideal for obtaining approval of proposed projects. DynaPerspective's user friendly interface and ease of use create the perfect working environment for the computer expert to beginner. DynaPerspective is perfect for multi media presentation as it allows the user to mesh its ability to combine with desktop presentation and paint software through the Macintosh Clipboard. Once you have finalized the perfect presentation, DynaPerspective can output to video recorders, slide makers, color or black/white printers and plotters through third party software and hardware.

E-Machines, Inc. 1725 **MOS**
9305 SW Gemini Dr.
Beaverton, OR 97005

Get ready to witness E-magination at work™. E-Machines, a leading manufacturer of Macintosh display systems now brings sophisticated true color 24-bit capabilities to our top rated 16-inch and 19-inch color displays. For those whose eyes, and imagination, are fixed squarely on the future, E-Machines

Complete Family of Macintosh display systems provides elegant solutions for designers, engineers, publishers and architects. Get a first-hand, hands-on look at visual productivity at work.

Please see our advertisement on pages 60-61.

Eastman Kodak Company 325 **MOS**
343 State St.
Rochester, NY 14650

Electronic Photography Division will be showing the Kodak XL 7700 Digital Continuous Tone Printer with Mac II Interface software toolkits which have been developed for value added resellers. A smaller format printer for SV6510 Color Video Printer will be shown with the Kodak SV630 Interface Kit for Macintosh II Series Computers. Personal Printer Products will feature its full range of ink jet printers for portables, office and home markets.

Educational Resources 5638 **B&C**
2360 Hassell Rd.
Hoffman Estates, IL 60195

Save up to 50% everyday! Educational Resources is the #1 supplier of educational computer software and supplies. Save up to 50% everyday on all of your Macintosh computing needs. Stop by our booth and receive a FREE 120 page catalog featuring: Exclusive Macintosh Section; New Site License and Networking Section; Alphabetic Product Listing; Comprehensive Product Listing by Subject Area; Software Selection Guide to help you select the top selling educational titles in each major product category; Educational Titles Including School Versions & Lab Packs; Entertainment Titles; PC Viewers.

EDUCORP 1407 **MOS**
531 Stevens Ave., #B
Solana Beach, CA 92075

EDUCORP Computer Services has been distributing public domain and shareware software for over five years. The Educorp library has been collected on one 620 megabyte CD-ROM that will be sold at special show prices during the San Francisco Expo this year. Also available will be the Denon CD-ROM drive and the most comprehensive selection of CD-ROM titles in the Macintosh field. Blank disks and accessories will be sold at discount prices.

Ehman 2237 **MOS**
97 S. Red Willow Dr.
Evanston, WY 82930

Ehman makes a broad line of peripheral products that offer the best combination of price/performance in the industry. Ehman's popular hard drive starts at just \$299 for a 20MB drive. Ehman has quickly become a top seller in removable hard drives with a 45MB SyQuest product that sells for under \$750. Ehman's new monitor line has broken new ground in this important category. All Ehman products come with a 30 day money back guarantee and a minimum one-year warranty.

Electronic Arts 2116 **MOS**
1820 Gateway Dr.
San Mateo, CA 94404

Electronic Arts is a leading worldwide developer, publisher and distributor of entertainment and desktop media software. Among the award-winning products being shown will be: Studio/1, the black and white paint and animation program; Studio/8, the 256-color paint program; and the soon to be released Studio/32, the first 32-bit paint program to fully exploit true color technology. In addition, Electronic Arts Distribution will be featuring products from several of its affiliated publishers.

Exhibitor Descriptions

Electronic Publishing & Printing 45 **MOS**
29 North Wacker Dr.
Chicago, IL 60606

On hand will be magazines and books covering desktop/electronic publishing in the publishing and printing marketplace. Sample issues of EP&P, the magazine for electronic professionals will be offered. Also staff editors will be available for consultation.

EMAC- 519 **MOS**
A Division of Everex Systems
48431 Milmont Dr.
Fremont, CA 94538

Everex's EMAC division will introduce its Metro Series "zero footprint" hard drives and its Metro DAT 1.3 gigabyte digital audio tape backup system. EMAC will also feature its Impact Series hard drives, Impact Series tape backup and 2400 bps modem. Everex's Abaton subsidiary will feature its InterFax 26/96 fac modem and will also introduce two new models of its Soan 300/GS scanner for PCs and the NextT computer.

Engineered Software 1319 **MOS**
615 Guilford-Jamestown Rd.
P.O. Box 18344
Greensboro, NC 27419

Engineered Software is featuring its newest release of PowerDraw™ - Version 3.0. Get a hands-on feel for the fastest and most powerful 2-D CADD package for the Macintosh. Let us show you the "modeless" editing, interactive snapping, isometric shearing, customizable lines, fill/hatch, full color, text and dimensioning capabilities that put PowerDraw in the mainframe features category. The full line of PowerCADD™ products include PowerDraw Residential Construction Library, Landscape Library, DXF Translator and of course, our oldest, most professional and most reliable plotter driver MacPlots II™. (919)299-4843.

Please see our advertisement on page 65.

Ergotron, Inc. 1710 **MOS**
3450 Yankee Dr., #100
Eagan, MN 55121

Ergotron displays a comprehensive family of ergonomic, space saving Workstations for CAD, Engineering, LAN, Desktop Publishing, and other Mac applications. The Ergotron Workstation Family gives users an integrated, modular work center ergonomically designed to make maximum use of limited design and office space. Ergotron's MacTilt Family gives Mac Plus, SE, SE/30, or Mac II users uncompromised adjustability of the viewing screen. The Muzzle; a data, application and virus protection system will also be on display.

ExperTelligence, Inc. 5748 **B&C**
5638 Hollister Ave., Ste. 302
Goleta, CA 93117

ExperTelligence offers a complete line of object-oriented programming tools. Procyon Common Lisp includes CLOS — the advanced object system providing multiple inheritance, generic function dispatch, incremental compilation and dynamic classes. Action! and ExperAction! bring object-oriented techniques to the development of graphical user interfaces. The microExplorer board turns a Mac II into a powerful Lisp machine while retaining total Macintosh file and multifinder compatibility. It runs both Flavors and CLOS, provides virtual memory, true multiprocessing and symbolic computation.

Farallon Computing, Inc. 1527 **MOS**
2000 Power St., Ste. 600
Emeryville, CA 94608

Farallon Computing, Inc. will demonstrate MediaTracks™ - an interactive, training and on-line documentation software tool and the newest networking products in the Personal Communications product line. PhoneNET® system includes: PhoneNET StarConnectors, PhoneNET Repeater, PhoneNET StarController™, TrafficWatch™, and PhoneNET CheckNET™. Ethernet products: PhoneNET StarConnector EN™, PhoneNET StarController EN™. Collaborative software products: Timbuku 3.0™, Timbuku/Remote™ and Timbuku/Remote™ Access Pack with 9600 baud modem/WakeUp cable. MacRecorder® 2.0 sound digitizer and Portable Pack™ toolkit also featured.

Fifth Generation Systems, Inc. 2137 **MOS**
10049 N. Reiger Rd.
Baton Rouge, LA 70809-4562

A leading developer of hardware and software utility products, FGS will exhibit their newest product, Fastback Tape Drive. FGS will also exhibit its other award-winning products: Fastback II, a high-speed backup program; Suitcase II, which allows unlimited access to fonts, DAs, sounds and Fkeys; Disklock, a hard disk security program; Powerstation, a desktop organizer; Pyro!, the entertaining screen saver; and The Logical Connection, an intelligent peripheral sharing device.

Fisher Idea Systems, Inc. 5818 **B&C**
18881 Von Karman Ave., Ground Floor
Irvine, CA 92715

For the first time, Fisher Idea Systems is featuring IdeaFisher - a computerized aid to brainstorming and problem-solving. This product will be of interest to marketers, advertising agencies, writers, educators, and creatives of all types. IdeaFisher consists of OBank, a storehouse of more than 3,000 questions, and IdeaBank, a storehouse of more than 700,000 idea associations. IdeaFisher was awarded "Best of 1989" by PC Magazine (1/16/90). Come to our booth and give IdeaFisher a workout.

Exhibitor Descriptions

Flexware
15404 E. Valley Blvd.
Industry, CA 91746

1318 **MOS**

The Flexware Accounting System is the fastest multi-user accounting system on the Macintosh. It is designed for large networks, where performance and power are important factors. FlexShare™, their database server, is the "secret ingredient" to their high speed and increases Flexware operations on your network by a factor of over 50. So, for your *serious accounting* needs, with information at your fingertips, check into Flexware - Booth 1318.

FlipTrack Learning Systems
999 Main St., Ste. 200
Glen Ellyn, IL 60137

46 **MOS**

Master your Macintosh hands-on with FlipTrack self-paced training. Learn Microsoft Word, Excel, Works, Page-Maker — even the Macintosh itself — with these convenient audiocassette-based courses. No computer hookup necessary. Each complete FlipTrack course is complete, including 3 to 8 cassette lessons, a Data Disk and a comprehensive Quick Reference Guide. FlipTrack's patented tape format lets you control the content and depth of what you learn at the flip of a tape.

Frame Technology Corp.
1010 Rincon Circle
San Jose, CA 95131

5428 **B&C**

FrameMaker 2.0 is the first complete, easy-to-use publishing software for the Macintosh that combines full-featured word processing, graphics, page layout, equations editing, and book-building tools into one integrated package—and fully supports the Macintosh interface. FrameMaker's powerful, yet accessible features satisfy the individual and workgroup publishing requirements of novice and expert users alike who need to produce a wide range of business and technical documents.

FWB, Inc.
2040 Polk St., Ste. 215
San Francisco, CA 94109

949 **MOS**

G.E. Rental/Lease
1200 Kona Dr.
Compton, CA 90220

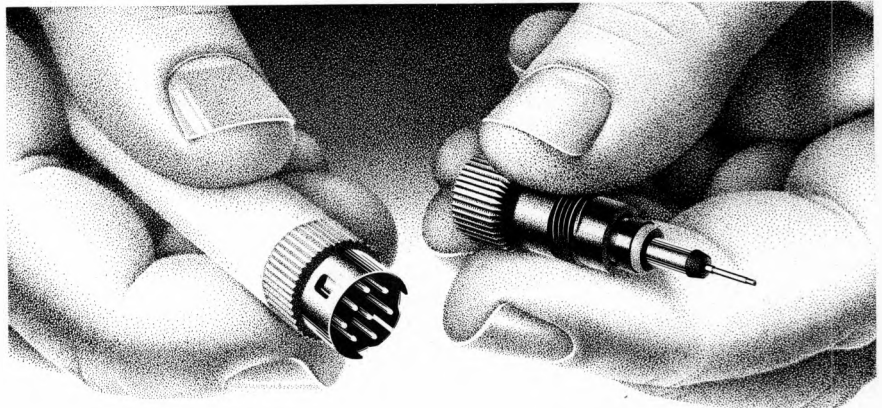
5750 **B&C**

GCC Technologies, Inc. 1139 **MOS**
580 Winter St.
Waltham, MA 02154

GCC Technologies, Inc., the leading innovator of Macintosh peripheral products, will be featuring the Personal LaserPrinter II (PLPII), the lowest priced laser printer in the Macintosh industry. Also on display will be: GCC's full line of UltraDrive hard disks; Write-Move, the first portable printer for the Macintosh; and WritImpact, a 24-pin dot-matrix printer; as well as other exciting and innovative new products.

GDT Softworks, Inc. 5210 **B&C**
4664 Lougheed Hwy., Ste. 188
Burnaby, BC
Canada V5C 6B7

GDT Softworks Inc. will demonstrate that "Printer choice for your Macintosh" is a reality. GDT printer drivers allow the choice of various laser, dot matrix (color, 9 + 24 pin) inkjet and daisy-wheel printers as well as typewriters. Over 150 models are supported and include printers from Hewlett-Packard, Epson, Brother, Panasonic, Diconix, Okidata and NEC to name a few. See and discuss the many low cost, high quality printing options that are open to Mac users.



PowerDraw® The Secret Is Out.

And so is PowerDraw Version 3.0. Get to know the most powerful CAD program ever developed for the Macintosh. Intuitive. Fast. Elegant.

PowerDraw™
By Engineered Software

Call Engineered Software for complete information or the dealer nearest you. 1-919-299-4843.

Exhibitor Descriptions

Gimeor, Inc. 1829 **MOS**
185 Berry St., #4604
San Francisco, CA 94107

Gimeor, Inc. markets Architrion II-series 5, professional integrated CAD software, developed for architects, interior designers, urban planners and builders. The most outstanding features include: a powerful interface allowing the use of tools in combination for intricate and accurate positionings, the ability to create in section or plan view, the capability to produce sun studies and multicolor shaded perspectives/elevations with shadows, and a true architectural drafting module combining speed and accuracy for schematics, preliminaries and contract documents.

Golden Triangle Computers, Inc. 5604 **B&C**
4849 Ronson Court
San Diego, CA 92111

Two new Data Storage Management Products from Golden Triangle. Sonoma: Superfast, transparent, high capacity Backup. 1.3 Gigabytes can be backed up at 21 Megabytes/minute, twice as fast as DAT drives. Easy to use, powerful software, Backup with three mouse clicks. Gemini: Portable, secure 3.5 inch hard disks! Removable read/write lockable data cartridges provide up to 500 Megabytes of secure on-line storage. Lock cartridges into base unit for additional security.

Goldstein & Blair 107 **MOS**
Box 7635
Berkeley, CA 94707

The 759-page *Macintosh Bible* is the best-selling Mac book in the world, with more than 260,000 copies in print. Scores of publications, from *The New York Times* to *The Mac Street Journal*, have called it everything from "fantastic" to "superb," while readers argue over whether it's "as good as sex" or "better than sex." A companion disk contains great public-domain software and shareware. The two come bundled in a money-saving package that makes a great gift.

Graphisoft 2531 **MOS**
400 Oyster Point Blvd., Ste. 517A
So. San Francisco, CA 94080

ArchiCAD® is a high-end 2D/3D architectural building modeler, which optimizes the construction process for producing 2D plans and obtaining elevations, sections, bill of materials and 3D visualizations. With its well integrated Macintosh® interface, ArchiCAD® aids in constructing buildings by assembling elements, such as slabs, walls and roofs from palettes and libraries of building components. Target customers: Architects and construction professionals; Building contractors; Interior designers, space planners and facilities managers.

Graphsoft 5004 **B&C**
8370 Court Ave., Ste. 202
Ellicott City, MD 21043

MiniCAD+ 3.0 debuts at MacWorld, adding a relational database to award-winning CAD software. MiniCad+ 3.0 contains 2D, 3D, a database and a programming language. The new 3.0 offers more power than many stand-alone database programs in an easy-to-use spreadsheet format. Access information instantly and watch it update as you modify your design. Organize it in customized templates to produce reports. Graphsoft will also demonstrate Blueprint, optimized for one meg machines, and Azimuth, a world-mapping program.

Great Plains Software 819 **MOS**
1701 SW 38th St.
Fargo, ND 58103

Great Plains Software develops and supports accounting and business management software for the Macintosh. The Great Plains Accounting Series, a full-featured, 11 module multi-user solution will be displayed along with Plains & Simple One-Write Accounting, and Printers Inc., an estimating and invoicing solution for print shops. Great Plains Software recently was recommended by *MACWORLD* and *InfoWorld* as their solution of choice for the Macintosh and also is backed by Computer Training Service's #1 rating for customer support.

Great Wave Software 1510 **MOS**
5353 Scotts Valley Dr.
Scotts Valley, CA 95066

New Product! New Version! Great Wave presents the latest in Education and Music software. ConcertWare+ MIDI Version 5 (now available) includes split key real-time entry, page preview, enhanced notation and MIDI file import and export. KidsMath, a new program, emphasizes basic math concepts. Also shown: KidsTime, American Discovery and NumberMaze (winner of 6 top awards in 1989). Don't miss this great software for home, school and studio. Educational lab packs and site licensing available.

GreenSpring Computers, Inc. 5618 **B&C**
1204 O'Brien Dr.
Menlo Park, CA 94025

GreenSpring Computers presents RackMac™, the industrial Macintosh II system. RackMac consists of ruggedized 19 inch rack-mountable Macintosh II and IIx computers, with matching 13 inch RGB monitor and Keyboard/Mouse drawer. Extra cooling, air filtration and shock isolation are provided. An optional Touchscreen is available for the ultimate in friendly user interface. Add-in boards and plug-in IndustryPacks are provided for intelligent real-time I/O such as D/A, A/D, Digital I/O IEEE488, Servo, Relay and more.

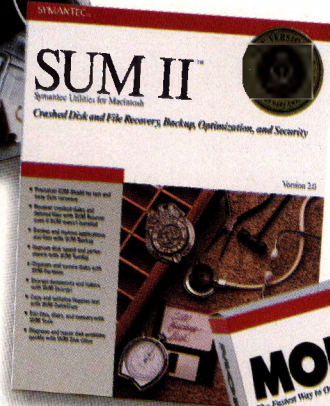
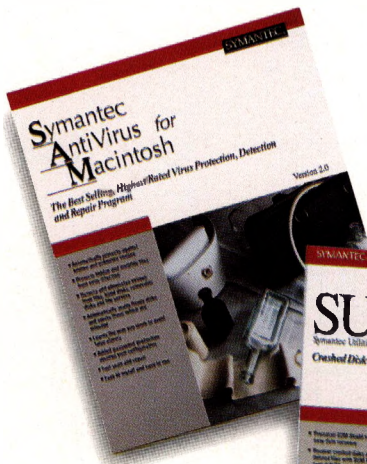
GTCO Corp. 1650 **MOS**
7125 Riverwood Dr.
Columbia, MD 21046

GTCO exhibits two lines of electromagnetic digitizers, both compatible with Macintosh SE and II/IIx computers via the Apple Desktop Bus. Macintizer ADB™ has an active area of 12"x12" and is ideal for illustration/tracing in graphic arts and menuing. DIGI-PAD with ADB option™ is available in sizes from 11"x11" to 42"x60" (opaque). For special applications translucent, backlit, and rear project tablets are also available.

Symantec Makes Leaders.

NEW RELEASE!

SAM Version 2.0: Protects against both known and unknown viruses and clones, repairs virus-infected files, and offers a 24-Hour Virus Newsline* for instant updates. Awards: Five Mice rating and a 1989 Eddy Award from *MacUser* as "The Best Anti-Viral Program" you can buy.



SUM II: A comprehensive set of Macintosh utilities for automatic hard disk data protection, including fast data recovery, and improved hard disk performance. Awards: Five Mice rating from *MacUser*, *MacUser Eddy Award*, *Macworld Readers' World Class Award* and *Publish!* magazine Reader's Choice Award, 1989.



NEW RELEASE!

MORE Version 3.0: Combines the best of outlining, word processing and presentation software. Includes over 100 new templates not available in MORE II, which earned a Five Mice rating from *MacUser*, 1989; and *InfoWorld's* "Best In Its Class" Award, 1988.



THINK C Version 4.0: Ultra-fast, C language programming environment. Chosen to develop Aldus Pagemaker 2.0, Quark Express 2.0, and MacWrite II, THINK C earns its title "The Professional's Choice." Awards: *MacUser's* Editor's Choice Award in 1988, The Software Publisher Association's Best Programming Language Award, *MacUser Eddy Award*, and *BYTE's* Award of Distinction in 1989 and 1990.



NEW RELEASE!

THINK Pascal Version 3.0: The most comprehensive object oriented Pascal support, for both learning and professional programmers. Awards: *MacUser's* Five Mice rating in 1988, *Macworld's* World Class Award (Australia), and *MacGuide's* Golden Gavel Award in 1989.

For Symantec, leadership stems from a passion for uncompromising quality and a simple formula. We ask our customers what they need today, add power for the future, and craft it all together into software that business people can easily use. That's why Symantec's Macintosh products are so highly acclaimed. By both critics, and customers. We make software for leaders in business, who in turn, make our products leaders in software.

For detailed product information on any of these products, call (800) 228-4122 Ext. 801MX

SYMANTEC.

Symantec Corporation, 10201 Torre Avenue, Cupertino, CA 95014. 408/253-9600.

*Symantec Virus Newsline available only in North America. MORE, THINK C, SUM II, THINK Pascal, and SAM are trademarks of Symantec Corporation. All other product names are trademarks or registered trademarks of their respective owners. © 1990 Symantec Corporation

Exhibitor Descriptions

h-three Systems Corp. 1046 MOS
100 Park Dr., Ste. 204
P.O. Box 12557
Research Triangle Park, NC 27709

The MacRing™ family of Token-Ring Network expansion cards connects Macintosh® SE, Macintosh SE/30, and Macintosh II series computers to Token-Ring Networks. Macintosh users can share files and printers with other Macs and PCs, communicate with IBM® mainframes, and run popular software at Token-Ring Network speeds. MacRing is compatible with AppleTalk® and supports AppleShare®, the AppleTalk Internet Router, Novell NetWare®, TOPS®, and other networking software, including popular Mac-to-mainframe 3270 programs.

Hayes Microcomputer Products, Inc. 1538 MOS
P.O. Box 105203
Atlanta, GA 30348

Hayes Microcomputer Products, Inc. is featuring data communication products including V-series ULTRA Smartmodem 9600, a CCITT V.32 modem that provides throughput to 38.4 Kbps, and Smartcom II for the Macintosh. Also featured is V-series Smartmodem 2400M an internal modem for Macintosh II computers which provides individual workstations with communication and modem sharing on AppleTalk networks. InterBridge is a local and remote bridge for AppleTalk Phase 1 and AppleTalk Phase 2 networks. Personal demonstrations, as well as several new products, will also be presented.

Heizer Software 820 MOS
1941 Oak Park Blvd. #30
Pleasant Hill, CA 94523

Heizer Software, the clearinghouse for authors and users of spreadsheets, Hypercard and Supercard. With the success of CompileIt! the script compiler, Heizer Software has decided to expand its line of exclusive Hypercard utilities. New at MACWORLD, RecordIt! and WindowIt! join CompileIt! to cover the full range of Hypercard developers — from beginning to advanced users. New users can learn Hypertalk with RecordIt! intermediate and advanced users can use Win-

dowl! and CompileIt! to create professional quality products. From now on, Hypertalk is the only programming language you need to know!

Help Software, Inc. 1912 MOS
10659A Mapplewood Rd.
Cupertino, CA 95014

Help Software features a complete line of online help products for users and developers. See Help for Excel, the equivalent of a 450 page online manual for Microsoft Excel. See our developer tools: Desktop Help — the help engine, and context-sensitive externals for 4D, Omnis and Excel 2.2. Talk to developers who use Desktop Help and see how their products integrate our help system: CAMS II, classified and display ad management software and PR-WORKS, for PR professionals. They KNOW!

Hewlett-Packard 2207 MOS
16399 W. Bernardo Dr.
San Diego, CA 92127

Hewlett-Packard introduces a variety of new peripheral products for the AppleTalk network. Printers, scanners, and plotters will be featured in applications for: Networking; Spooling; Office productivity; Word processing; Label printing; Image input; Merged text and graphics; Business graphics; Presentation graphics; Spreadsheet publishing; CAD applications.

High Performance Systems, Inc. 1317 MOS
13 Dartmouth College Hwy.
Lyme, NH 03768

STELLA II lets you diagram a system of interrelationships, and then to bring the system to life via simulation and animation. Whether the system is a manufacturing line, a communications network, an ecosystem, or a Shakespearean drama, with STELLA II it's easy to diagram the system, and then to see how it behaves over time. STELLAStack makes it possible to use HyperCard™ to create customized input and output interfaces to your STELLA models. Price: STELLA II \$450; STELLAStack \$295 (Educational discounts available).

Highlighted Data 5437 B&C
6628 Midhill Pl.
Falls Church, VA 22043

Highlighted Data publishes Macintosh® CD-ROM databases, including *Congress Stack*, a Hypercard® based congressional directory, with maps, phone numbers, pictures and more; *Merriam-Webster's Ninth Collegiate Dictionary*, a college level dictionary with complete definitions, almost 1,000 illustrations and digitally recorded pronunciations by a human voice; and *Electronic Map Cabinet*, a mapping database of vector information which lets you go from an overview of the United States down to street corner level, selecting scale, features etc.

Howard W. Sams & Co. 1807 MOS
11711 N. College Ave.
Carmel, IN 46032

Howtek, Inc. 5730 B&C
21 Park Ave.
Hudson, NH 03051

Howtek will be demonstrating the Total Color Solution. Input stunning 24-bit color images from either reflective, transmissive flat copy or 35mm film with Howtek's complete line of digital color scanners. Howtek provides easy-to-use scanning software for processing the image on your Macintosh. Output the final image, composed page or color comp on Howtek's Pixelmaster solid ink color printer. The Pixelmaster produces high resolution brilliant color images on standard office paper at pennies-a-page.

Watch Your Language!

Discovering your new visual programming software doesn't do everything you want it to is enough to make you lose your temper. But hold your tongue!

The **Prograph™** development system has a powerful object-oriented language that lets you build your whole program – without reverting to C, Pascal, or any other textual language – plus an *Application Builder* that lets you generate user interfaces as quickly as you can draw them.

What's more, Prograph lets you program the way you think – building on ideas and solving problems as you go. You can execute a partially built program, and then test, edit or redesign it without stopping execution.

If you're interested in object-oriented programming, you'll find Prograph makes OOP easy to understand. Classes of objects and their inheritance relationships appear on the screen just as you might draw them on a blackboard. Prograph's graphical interface makes the key features of OOP – inheritance and reuseability of code – easily accessible.

Prograph supports the entire software production process. You can also import Think C™ code you've already written as Prograph XPRIM resources.

Prograph 1.2 with editor, interpreter and *Application Builder* is now available for the Macintosh™ Plus and above for \$195 US plus \$5 shipping. A compiler will be available in April 1990.

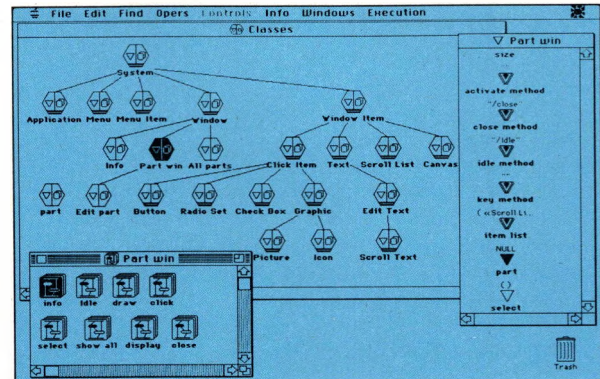
Available from: Tel: (902) 429-5642
TGS Systems Fax: (902) 425-0561
 1127 Barrington Street Order toll free from US:
 Halifax, Nova Scotia 1-800-565-1978
 Canada B3H 2P8 Visa / MC / Amex accepted

MACWORLD EXPOSITION
 SAN FRANCISCO • APRIL 11-13
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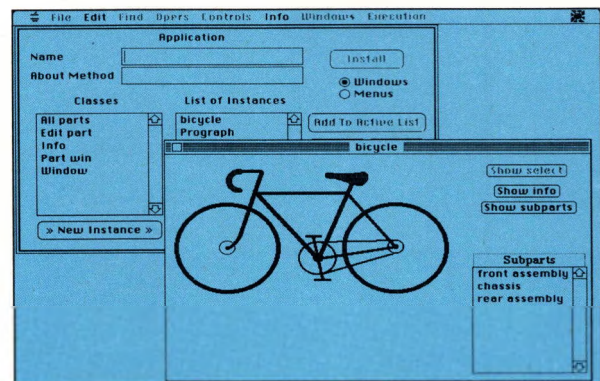


prograph

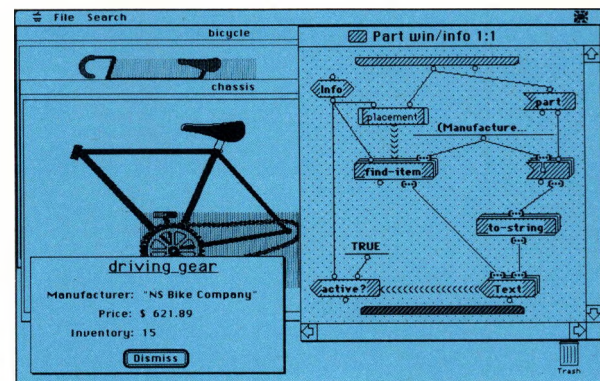
THE LANGUAGE THAT PICTURES THE FUTURE



Plan your interface. In Prograph, classes of objects appear as icons with "inheritance links." With a single mouse click, add new classes or subclasses that automatically inherit the characteristics of their parent. Prograph's supplied System Classes (shown above) provide the foundation for *Application Builder*.



Build your interface. Like NextStep®, *Application Builder*'s high level editors allow WYSIWYG creation of menus, windows, dialogs, etc. For example, specify a window like "bicycle" above and then create window items simply by dragging across it. After creating the interface, run it immediately!



Bring your interface to life. Now, point and click to create dataflow diagrams which ARE the code of your application. Get instant feedback by executing the code as you build a program. Pause execution at will, edit or debug both the data and diagrams, and then resume execution from the point of change.

Exhibitor Descriptions

HyperLink Magazine 104 **MOS**
66 Club Rd., Ste. 110
Eugene, OR 97401

HyperLink Magazine, the journal of graphical user interfaces covering HyperCard, SuperCard, Wingz, PLUS, and other object oriented interfaces is introducing a new service for its readers. A database of developer/consultants has been established at *HyperLink* for access by potential clients. Developers/Consultants whose selection criteria match those requirements given by the reader/client will have their complete listing sent to the inquiring reader/client. A client referral service through *HyperLink Magazine*!

Please see our advertisement on page 6.

Hyphen, Inc. 5524 **B&C**
187 Ballardvale St.
Wilmington, MA 01882

Hyphen will exhibit the fastest RIP in the industry to either the Ultrasetter 94 or the Pelbox 3000. We will also show the Hyphen MacRIP to and from the ECRM Autokon 1000 scanner. Hyphen now has RIPs to the L300 and L300 as well as Monotype output devices.

I/O Design, Inc. 1220 **MOS**
924 Springdale Dr.
Exton, PA 19341

I/O Design, Inc. will introduce a new line of Macintosh carrying cases called "The Ultimate". Available in black for the MacPlus, SE, and SE with extended keyboard. These stylish cases provide maximum protection and plenty of extra pockets. Also on display will be the MacLuggage line of carrying cases available for all Macintosh computers including the IICI.

ICOM Simulations, Inc. 2323 **MOS**
648 South Wheeling Rd.
Wheeling, IL 60090

ICOM Simulations will be presenting several exciting products including *HyperTMON™*, a sophisticated debugger for HyperTalk, the programming language of HyperCard. Products also demonstrated include *MacKern™*, a kerning application essential for anyone involved in desktop publishing and word processing; and *Formula™*, "the easy way to type equations", conveniently geared for all levels of equation writing. Also present will be *On Cue™*, the ultimate file launcher, and *TMON™*, a debugger designed for higher programming languages. We will also be announcing new products for 1990.

IDD/Innovative Data Design, Inc. 1417 **MOS**
2280 Bates Ave.
Concord, CA 94520

IDD, makers of precision drawing and drafting software, will be demonstrating their entry-level program, *MacDraft®* and their advanced program *Dreams®* at Booth #1417. These programs feature powerful drafting tools in combination with design and illustration capabilities, making them ideally suited for technical illustrations, desktop publishing, graphic design and general business graphics, as well as architectural, engineering and drafting applications. Also at the booth—IDD's add-on modules: The 3-volume *IDD Symbol Library™* and the *IDD Plotter Driver™*.

iDS Systems, Inc. 5827 **B&C**
2107 N. First St., Ste. 280
San Jose, CA 95131

iDS Systems, Inc. is a manufacturer and distributor of high-performance hard drive subsystems for Apple Macintosh computers. In addition to a full line of universal internal and external hard drives, iDS Systems offers the *iDSPRO Series* portable hard drive subsystem, as well as internal hard drives for the Macintosh Plus. Come see the difference.

Ikegami Electronics (USA), Inc. 5622 **B&C**
37 Brooks Ave.
Maywood, NJ 07607

Ikegami Electronics will exhibit its complete line of color and monochrome high-quality raster-scan monitors. Modern design and unique enclosures provide a family appearance for the entire line. Featured monitor will be the new *Trintron® TN-20*. Also featured will be the *Large Screen Projection System* the *TPP-1500* and the *DS-1050S*, *Digital Scan Converter*.

Image Club Graphics, Inc. 2144 **MOS**
#5-1902 11 Street S.E.
Calgary, Alberta
Canada T2G 3G2

Image Club develops and publishes award winning PostScript fonts and clip art. Their *Typeface Library* contains 600 professional quality, licensed PostScript fonts. Excellent text, and unique display typefaces are competitively priced with other licensed fonts and are available on diskette or CD-ROM. In 1989 Image Club clip art won *Publish! magazines' Readers Choice Award* for best clip art. Twenty volumes of PostScript and PICT clip art are available on diskette or CD-ROM.

Image Systems Technology, A Scion Company 5235 **B&C**
3 North Main St.
Walkersville, MD 21793

Introducing a new high end multimedia product that combines live sound, video, color, and remote control in one slot in the Mac II family of products (*Multifinder* and 32 bit *Quick Draw* compatible). Also exhibited are the standard *Video Image 1000 Real Time Capture and Display NuBus* board in 256 levels of gray and eight and twenty-four bit color capture in *TIFF* or *PICT* format and the *Motion-CaptureOne* board set which captures up to 240 frames (8 seconds) of video in *Real Time* and stores them for subsequent analysis, review, editing or exploring in *PICS* format to *Supercard* or *Director* software applications.

Exhibitor Descriptions

Imagine That, Inc. 449 **MOS**
151 Bernal Rd., Ste. 5
San Jose, CA 95119

Extend is a powerful simulation application for business, engineering, and science. Three new Extend iconic libraries: Generic, Discrete Event, and Manufacturing give users a quickstart in modeling, allowing neophytes as well as experts to build models quickly and easily. No programming is required to build sophisticated models that predict performance in any field of business, science, engineering, queueing, and manufacturing. Yet you can modify or create your own icons for full power and flexibility.

ImaTeQ Systems Corp. 60 **MOS**
125, 3553-31 St., N.W.
Calgary, Alberta
Canada T2L 2K7

Teach & Test™ enables individuals, corporations, educators to quickly produce instructional and examination materials. Train employees quickly and easily, examine students, design quizzes for children - it's quick, easy to use, and powerful. A beta version of a powerful object-oriented programming tool: DBDesigner™, will also be demonstrated - programmers can easily design and program powerful dialog boxes - a must for all programmers! Also: electronic books: Skiing America™; Ski Europe™; The Birthday Book™ (names, dates, anniversaries . . .); and more.

In Focus Systems, Inc. 116 **MOS**
7649 SW Mohawk St.
Tualatin, OR 97062

The PC VIEWER® 480C is a 640 x 480 resolution overhead projection plate providing eight true colors; blue, white, red, black, magenta, cyan, green, and yellow. The PC Viewer lets you project information directly from your computer. In real-time. In real-color. In Focus Systems manufactures a full line of PC Viewers including the 480GS/2 with Presentation Module™. PC Viewers are compatible with CGA, EGA, VGA, PS/2, Apple Macintosh and Mac II computer systems.

Individual Software, Inc. 119 **MOS**
125 Shoreway Rd., #3000
San Carlos, CA 94070

Individual Training for Microsoft Word or Individual Training for PageMaker - tutorials that teach you everything about Word or PageMaker through step-by-step lessons and exercises. 101 Scripts and Buttons for HyperCard - a collection of scripts, buttons, and tools to help develop professional-looking stacks. 101 Macros Plus for Excel - generic macros that simplify complex operations, plus triple Excel's power. Typing Instructor Encore - learning, skill, test, report menus, and games make learning to type easy and fun.

Informix Software, Inc. 1619 **MOS**
410 Bohannon Dr.
Menlo Park, CA 94025

Informix Software, Inc. will demonstrate the Wingz™ graphic spreadsheet with its new Wingz-DataLink technology. With Wingz-DataLink, users have direct access to Informix SQL databases or access to other SQL databases via the CL/1 connectivity language. Through its multiplatform support, Wingz is emerging as a standard spreadsheet and database interface for the Macintosh and other graphical environments. Wingz features advanced charts and graphs, 3-D capabilities, full color support, and the HyperScript® programming language for developing graphical applications.

Infosphere, Inc. 1421 **MOS**
4730 SW Macadam Ave.
Portland, OR 97201

Infosphere, the original AppleTalk vendor, will showcase its network software solutions. Liaison™ is our Eddy-award winning router for connecting LocalTalk, EtherTalk and Token-Talk networks, with secure dial-up access . . . Stay connect wherever you go. MacServe™ is our "bullet-proof" disk server, ideal for small workgroups not ready for the large investment of a file server. LaserServe™ is our easy to use personal spooler for AppleTalk printers.

InfoWorld 1638 **MOS**
1060 Marsh Rd., Ste. C-200
Menlo Park, CA 94025

Innovative Systems, Inc. 5712 **B&C**
171 Interstate Dr.
West Springfield, MA 01089

ISI presents Precision, a full featured 2 1/2 D CAD software product for the Macintosh. Precision supports typical drawing and editing CAD features as well as multiple layers, automatic dimensioning, user definable macro files, global symbols and geometric analysis. Standard features also include plotter drivers and DXF/IGES file translation utilities.

Insignia Solutions, Inc. 2031 **MOS**
254 San Geronimo Way
Sunnyvale, CA 94086

SoftPC, the only software solution for running MS-DOS® software on SE/30, Macintosh Portable and entire Macintosh II family. Using Apple's Super Drive, it will read and write to 720K and 1.44 MG PC disks. SoftPC allows bi-directional copy and paste. Work in another Mac window while SoftPC runs in the background. SoftPC gives Macintosh users the luxury of one hardware investment and two operating environments.

Exhibitor Descriptions

Interactive Media Technologies, Inc. 5801 **B&C**
7320 E. Butherus, Ste. 200
Scottsdale, AZ 85260

Interactive Media Technologies (IMT) developed, designed and manufactured the first multimedia hub providing intelligent, multi-device connectivity for the Macintosh or PC user. Up to 8 serial/parallel devices of any manufacturer or format, including Audio & Video I/O, can be simultaneously controlled from a single computer. IMT's technology provides desktop video producers, animators and video post-production facilities low cost off-line editing, multimedia presentation production and event control capabilities. IMT is a full-spectrum communications company specializing in multimedia development of computer-based interactive video products.

Intergraph Corp. 343 **MOS**
One Madison Industrial Park
Huntsville, AL 35894-0001

From the top CAD supplier comes the first production CAD package for the Macintosh - MicroStation Mac, running on Apple's Macintosh II/IIx/IIcx/IIci and SE/30 systems. Intergraph Corp. has enhanced its CAD/CAM solutions with MicroStation Mac - MicroCAD software merging the power of 2D/3D engineering design software with the ease of a full implementation of the Macintosh user interface. Demonstrated will be many of MicroStation's advanced features including 3D drafting, shading, and hidden line removal.

Intermap, Inc. 5820 **B&C**
13 Dartmouth College Hwy.
Lyne, NH 03768

Intermap introduces Descartes™, desktop mapping software for the Macintosh. Descartes' query and view capabilities help you analyze data quickly and easily with maps, charts and reports. Its full database includes import and export facilities which allow easy integration of users' own data with commercial datasets. Geographic and statistical data are included with the software. Additional geographic, demographic and retail Snap-In Data™ are available through Intermap's data catalog.

International Datawares, Inc. 121 **MOS**
2278 Trade Zone Blvd.
San Jose, CA 95131

IDI publishes a free newspaper, *Diskette Gazette*, that provides news about Macintosh issues and 3.5" media. It is also a source for disks, accessories, and public domain software. IDI provides complete range of duplication services from duplicating to handling upgrades to full coordination and fulfillment. IDI has been providing services for over 10 years and is experienced in all aspects of duplication. IDI's new Still Video division distributes Sony equipment for Image Communication.

Invention Software 51 **MOS**
P.O. Box 3168
Ann Arbor, MI 48106

Invention Software presents their comprehensive Development Series containing 100% source-code development tools and a curriculum of Macintosh programmer training courses. New additions to the series include: an upgrade to the Programmer's Extender; DialogHandler, which reduces development time for modal dialogs up to 95%; and Object GrafPak, which allows you to implement b/w and full color graphs in your application. The training curriculum includes introductory, advanced, and object-oriented courses using both C and Pascal.

Iomega Corp. 2425 **MOS**
1821 West 4000 South
Roy, UT 84067

Iomega Corp. - Makers of Bernoulli Box - will feature their new 44MB Bernoulli Box subsystem for the Apple Macintosh computers. On display will also be their new Bernoulli Portable for Macintosh. A battery powered 44MB portable for the Apple Macintosh Portable. Bernoulli's technology offers hard disk performance and removable convenience while its design inherently resists head crash, and its Bernoulli disks can withstand over 1000 G's of shock. This subsystem is the ideal storage solution for megabyte-consuming Macintosh applications. Software includes transparent user commands for common functions, backup programs, and fault tolerant software for sensitive data. In addition, Iomega will show a range of desktop publishing software on Bernoulli Disk and the application of Bernoulli products for Publishing.

Irwin 1731 **MOS**
2101 Commonwealth Blvd.
Ann Arbor, MI 48105

Irwin is showing its complete line of 1/4 inch cartridge tape solutions for data protection, storage, interchange and transport. Irwin tape systems are available for both DOS and Macintosh environments.

JAM Software 136 **MOS**
11435 State Route One
Point Reyes Station, CA 94956
27A Nowranie St.
Summer Hill, NSW
Australia 2130

The Medical Electronic Desktop™ (M.E.D.™) provides the complete Macintosh solution for health care needs, from single practitioners to large institutions, including billing, office management, marketing, time management, WP & mail merge, charts/records with live danger alerts, recalls, reminders, research and more. Smart Alarms and Appointment Diaries are the indispensable multiple award winning personal and multi-user award winning reminder and time management system. Smart Schedules, our newest products, will be previewed on the stand.



Dayna Puts DOS On The Desktop.

At Dayna, we believe there's only one place to make Macintosh® and MS-DOS® compatible. On the desktop.

That's why we developed DaynaFILE™, an external drive that lets a Macintosh read and write all types of MS-DOS disks as easily as if they were Macintosh disks. And DOS Mounter™, a System utility that makes accessing MS-DOS disks just as easy for the new Macintosh FDHD™ Superdrive.

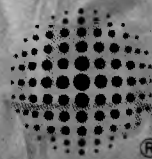
DaynaFILE and DOS Mounter make MS-DOS data look and behave just like Macintosh! Disks appear as icons that you open with a click. MS-DOS subdirectories look like folders, and files look like Macintosh documents.

And with Extension Mapping™ to link MS-DOS file extensions with Macintosh applica-

tions, opening a DOS file is as easy as clicking the mouse. From disk to desktop, directly.

DaynaFILE and DOS Mounter. What a combination! Put them both on an SE/30 or a IIfx and read any DOS disk. Whatever its size. Whatever its format. As easily as a Macintosh disk.

So let's put our cards on the table. And our disks on the desktop. Nobody does DOS better than Dayna.



Dayna

50 South Main, Fifth Floor, Salt Lake City, UT 84144, 801 531-0203

DaynaFILE prices start at \$650 retail, DOS Mounter, \$89.95 retail. Dayna and the Dayna logo are registered trademarks and DaynaFILE and DOS Mounter are trademarks of Dayna Communications, Inc. All other product names are trademarks or registered trademarks of their respective holders.

Exhibitor Descriptions

Kaetron Software Corp. 102 **MOS**
11318 Ericston Dr.
Houston, TX 77070

Offering TopDown® 2.0, a powerful, yet easy to use hierarchical flowcharting program. This new release provides the capability to create your own symbols, bind text to connecting lines, type into Offpage Connectors, and many more enhancements. Uses include: Data Flow Diagrams, flowcharts, organization charts, procedures, graphical outlines. The hierarchical approach to design allows symbols to be detailed on a lower level drawing. Features color, ANSI symbols, text search, Post-It® style notes, reports and more.

Kelly Temporary Services 5344 **B&C**
999 W. Big Beaver Rd.
Troy, MI 48084

The Kelly Services personal computer administrative support program is designed to meet the mushrooming demand for temporary employees qualified in the use of various word processing, spreadsheet and database programs for personal computers; the program includes two special resources for on-the-job temporary employees; an 800 hotline number staffed by Kelly experts, and concise software reference guides for the most popular word processing software.

Kennect Technology 5603 **B&C**
120-A Albright Way
Los Gatos, CA 95030

Upgrade older Macs to Superdrive capability, read MS-DOS, expand diskettes to 2.4MB, and backup on far fewer floppies at a lower cost! Plug Rapport into your Mac disk drive port to read 720K MS-DOS files on your internal drive; or read/write MS-DOS on your Apple 800K external drive, with optional 1.2MB formatting. Drive 2.4 with Rapport allows you to read, write and initialize all Apple and IBM 3.5" formats, plus optional formats of 1.2MB and 2.4MB.

Kensington Microware, Ltd. 313 **MOS**
251 Park Ave. South
New York, NY 10010

Kensington offers a complete line of accessories and input devices for all Macintosh computers. Our award-winning products include System Saver® Mac, a surge suppressor and cooling fan, and Turbo Mouse®, winner of the 1987, '88, and '89 Macworld World Class Award for Best Input Device. We have added two new products to our Maccessories® family, including Maccessories Tilt/Swivel and our newest Maccessories SE Anti-Glare Filter that reduces glare, protects against radiation, and dissipates static. We also have Anti-Glare Filters for large screen monitors, a variety of Macintosh system and monitor stands, and a full line of power protection products.

Please see our advertisement on page 99.

Kent*Marsh, Ltd. 1228 **MOS**
1200 Post Oak Blvd., Ste. 210
Houston, TX 77056

Kent*Marsh Ltd. is the leading security software developer. The NightWatch provides password protection for hard disks, prevents unauthorized access or erasure of your hard disk, or the introduction of viruses. QuickLock automatically password-protects your screen and network connections, prevents viewing or altering of your work, and allows background processing. Mac-Safe II password protects your files in

folder-like "safes." It's great for networks or shared Macs and offers administrator functions and optional encryption.

Please see our advertisement on page 79.

Key Tronic Corp. 5505 **B&C**
N. 4424 Sullivan Rd.
Spokane, WA 99216

Key Tronic is the world's largest independent manufacturer of keyboards and other input devices for personal computers and terminals. Headlining the show is the MacPro, a Macintosh ADB-compatible 105-key keyboard. CTRL, Option and Command keys are placed on both sides of the spacebar for easy, efficient input. Optional kits are available for customizing key feel. Includes Tempo II, a full-featured macro package that gives users the flexibility to assign any operation to any key. Backed by a three-year warranty. Stop by Booth #5505 and see the latest in Macintosh input devices.

KMW Systems Corp. 1249 **MOS**
6034 W. Courtyard Dr.
Austin, TX 78730

KMW Systems Corp. introduces NetAccess™, the gateway that connects AS/400s, and System/3Xs, to AppleTalk Macintoshes. The NetAccess TwinAx-to-NuBus card plugs into any Macintosh II, and with NetAccess software, will integrate IBM data on any Macintosh network. NetAccess is a complete connectivity solution and includes: HyperCard interface, optional file transfer capabilities, terminal & printer emulations, supports LocalTalk, PhoneNet, EtherTalk and is expandable to support up to 100 Macintoshes.

"It's a dynamite little modem. Now there is no excuse not to go to 2400 bps."
PC Magazine 6/28/88

"Real bargains ... operated at least as well as higher priced competitors, and throughput ... proved identical."
CompuServe Magazine 1/90

"DYNAMITE LITTLE MODEM."

JOHN C. DVORAK
PC MAGAZINE
6/28/88

"Get one!" *MacInTalk* 6/89

"... it performed as well as a much more expensive modem." *AmigaWorld* 10/89

"It's inexpensive, Hayes™-compatible, and works fine." *Macworld* 11/88

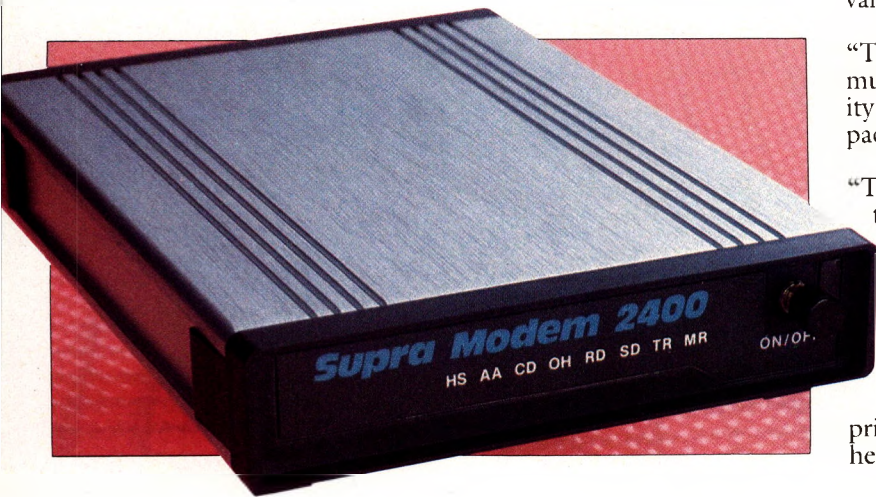
"I can highly recommend the Supra 2400 modem as providing excellent value for the price." *ST Informer* 2/88

"The SupraModem 2400™ has the multiple benefits of Hayes compatibility, reliability, affordability, and compact physical size." *A+ Magazine* 7/88

"The SupraModem 2400 remains the best buy among the low-cost modems examined here." *inCider, The Apple II Magazine* 1/89

"The notably small package, virtually indestructable case, front panel switch, and clear speaker combined with a very attractive price ... make this modem a keeper here." *Denver PC Boardwatch* 7/88

"The SupraModem is a fantastic deal." *ST-Log* 7/88



SupraModem 2400™

SupraModem 2400™ \$149.95
external for virtually all computers

NEW! SupraModem 2400 Plus™ \$199.95
external with MNP 5 & V.42bis
for virtually all computers

SupraModem 2400i™ \$119.95
internal with software
for IBM™ PC & compatibles

SupraModem 2400zi™ \$179.95
internal for the Amiga® 2000

Available from your local dealer, or call:

 **Supra Corporation**

1-800-727-8772

**Booth #5543
Brooks Hall**

1133 Commercial Way, Albany, OR 97321, Fax: 503-926-9370, Phone: 503-967-9075

SupraModem 2400, SupraModem 2400i, SupraModem 2400zi, and SupraModem 2400 Plus are trademarks of Supra Corporation. Hayes is a trademark of Hayes Microcomputer Products, Inc. IBM is a trademark of International Business Machines Corp. Amiga is a registered trademark of Commodore-Amiga, Inc.

Exhibitor Descriptions

KnowledgeSet Corp. 5732 **B&C**
888 Villa St., Ste. 500
Mtn. View, CA 94041

Full-text retrieval engine for HyperCard stacks! HyperKRS + HyperIndexer provides everything you need to index and perform instant, simple or complex text searches within HyperCard stacks. Includes AND, OR, NOT, EXACT ORDER, WILDCARD, PROXIMITY, FIELD SPECIFIC and more. Also available for SuperCard projects. Both products work with CD-ROM-based data. Graphic KRS is a complete retrieval application for technical documentation stored on CD-ROM or other media. Includes compression and de-compression for CCITT Group 3 and 4 Images.

Koala Technologies 5143 **B&C**
70 North Second St.
San Jose, CA 95113

MacVision Vidio Digitizer is the quick and easy way to produce high quality images at affordable prices. It's the ideal solution for graphics, desktop publishing, presentations, inventory databases, personnel files, record-keeping, and hundreds of other applications where a picture could add so much. MacVision enables you to capture any 3-dimensional (or 2-dimensional) image and convert it into a Macintosh graphics file. Virtually any image you can see can be captured by MacVision. Images can be digitized into your Macintosh directly from a video camera, VCR or laser disc player.

KPMG Peat Marwick 5917 **B&C**
EXIS (Executive Integrated Services) An Information Technology of KPMG Peat Marwick
1755 Embarcadero Rd., Ste. 200
Palo Alto, CA 94303

EXIS will be demonstrating Decision Support and Executive Information toolkits for the Macintosh. We provide a full range of desktop services and solutions for decision support and executive information systems. Our services include Macintosh systems integration; design, development and implementation of corporate desktop information systems; Macintosh-based decision support tools; user training;

networking and communications; technical and application specific training, and Macintosh programming. We offer businesses complete customized solutions to executive information management needs.

Please see our advertisement on page 77.

La Cie, Ltd. 625 **MOS**
16285 Pacific Ave., Ste. 306
Tigard, OR 97224

La Cie, Ltd., a leading peripheral manufacturer for the Apple Macintosh, introduces its latest innovation of Macintosh hard drives. These hard drives include up to 210MB's of power in a case that's one-third smaller than the current La Cie Cirrus drive. Other products include Cirrus Drives, 911 Color Scanners, Panther Printers, 2400 and 9600 Macintosh Modems and La Cie's Silverlining, Silverserver and Silverplatter Software. And for more great driving, sign up to win a Miata. These drive options and more will be on display in booth #625 in the Moscone Center.

LAN Times 2623 **MOS**
151 East 1700 South, Ste. 100
Provo, UT 84606

LAN Times serves the expanding LAN industry. Each month the magazine offers networking product reviews from the LAN Times Testing Center and NSTL, a product roundup, special report regarding issues impacting the LAN industry, as well as information on purchasing, installing, maintaining, and troubleshooting networks. NetWare Technical Journal provides information and analyses on network integration, program application, and network problem solving. Selling Red is for LAN sales professionals who recommend and sell networking products.

Language Quest Software 5306 **B&C**
101 First St., Ste. 428
Los Altos, CA 94022

MacFlash Cards make foreign language vocabulary learning fast, efficient, and fun! Whether at school, home, or business, you can enjoy the benefits of knowing a second or third

language. With over 2000 words and 1000 synonyms, MacFlash Cards build your vocabulary quickly and easily. They can even be used as a "point and click" dictionary. Come see these powerful, yet easy to use HyperCard stacks. Best of all, they're available at a very affordable price.

Language Systems Corp. 1910 **MOS**
441 Carlisle Dr.
Herndon, VA 22070

Language Systems FORTRAN is the leading FORTRAN compiler designed for the Macintosh. The new Version 2.0 adds an entirely new optimizer, VAX source compatibility (including NAMELIST, TRIM, IMPLICIT NONE), built-in diagnostics (DUMP and TRACE), and additional ways to customize the scrollable output window. The result is very fast execution of compiled programs and nearly-seamless ability to run VAX FORTRAN programs on the Macintosh. Also showing Wild Things™, the essential tool for learning and writing HyperCard XCMDs in C, Pascal, and FORTRAN.

Lapis Technologies, Inc. 5000 **B&C**
1210 Marina Village Pkwy., Ste. 100
Alameda, CA 94501

DisplayServers™ are programmable, monochrome video boards for the Macintosh Plus, SE, II, IIfx, IIfx, IIfx, and SE/30. They open up monitor options for the Macintosh user and provide a true choice for the first time! The choices include a full range of affordable displays from the DOS world - mono TTL, CGA, EGA, VGA, multi-scans, Super VGA and full-page and dual-page displays - as well as Apple mono, RGB, and portrait monitors. (Choices vary slightly depending on the Macintosh platform.) DisplayServers™ are affordable, easy to install, easy to use as a dual-screen solution and are easily re-configured for different monitors by simply pointing and clicking on the monitor of choice in the control panel.



**We're announcing a solution today,
for executives who want their information yesterday.**

Introducing ExisSM – providing executive information and decision support systems, integration services and solutions.

It's not impatience—it's necessity...Decision makers want the kind of information – promptly and precisely – that will allow them to stay days ahead of their competition.

To meet this challenge, KPMG Peat Marwick and Apple Computer formed a unique strategic alliance – Exis, a technology firm of KPMG Peat Marwick. This alliance was forged to provide consulting and systems integration services to companies using executive information and decision support systems on Macintosh[®] personal computers.

Several Fortune 500 companies are already using Macintosh computers and KPMG Peat Marwick services, methodologies and tools that Exis is now providing.

As more executives choose Macintosh as their desktop computer, Exis will meet the demand for a full range of Macintosh systems integration services.

Apple and Peat Marwick are committed to excellence in computer information gathering. Supported by one of America's largest groups of consultants, Exis provides complete customized EIS/DSS solutions, Macintosh programming, technical and applications training, networking and systems integration.

So don't wait until tomorrow when you can start to learn how Exis can bring information to executives today. Stop by Booth #5917 located in Brooks Hall now. Or for further information call John Olsen, Exis (415) 493-5005.

KPMG Peat Marwick

Apple, the Apple logo and Macintosh are registered trademarks of Apple Computer, Inc. Exis is a service mark of KPMG Peat Marwick.

Exhibitor Descriptions

Lasergraphics, Inc. 5704 **B&C**
20 Ada
Irvine, CA 92718

It's a "screamer" said *MacUser Magazine* when referencing the speed of the well-known Lasergraphics LFR™, pronouncing it their "Editor's Choice" of film recorders. Now demonstrating the new LFR Plus™, the latest from Lasergraphics. The LFR Plus offers 11 bits per color instead of the standard 8, thus providing smoother color sweeps to images that have finely shaded backgrounds with sharper detail and fonts. Up to 50% faster rasterisation, the LFR Plus gives you the performance of film recorders that cost as much as three times more!

LaserMAX Systems 547 **MOS**
7150 Shady Oak Rd.
Eden Prairie, MN 55344

LaserMAX manufactures high-resolution, high-speed laser printers and laser printer controllers. Serious publishing professionals should see the LaserMAX 1000, a \$7995 desktop plain-paper typesetter providing 1000 dpi resolution. Also, see the MX Professional series of printer controllers that can increase the resolution of your existing LaserWriter or LaserWriter II up to 800 dpi. Both include 135 typeface outlines that can be scaled to any size - that's 100 more than your LaserWriter II.

Laser's Edge, Inc. 5914 **B&C**
201 S. 23rd St.
Fairfield, IO 52556

Laser's Edge specializes in remanufacturing laser toner cartridges for Apple's laser printers as well as HP, Canon, and others. In addition, Laser's Edge offers dealerships and has over 200 licensed dealers throughout the United States and around the world. Laser's Edge success is based on 20 years experience in the laserprinter industry and the professional quality of the support and service it provides to its dealers. Booth 5914 in Brooks Hall. Call 800-635-8088.

Lawrence Productions, Inc. 5720 **B&C**
1800 S. 35th St.
Galesburg, MI 49053

McGee and Katie's Farm are Lawrence Productions' new programs for young children. Both can be run by children all by themselves since there are no words in the programs. McGee rises with the sun and explores his house before Mommy awakens. When McGee visits Katie's Farm, children explore the barn, chicken coop, corral, and more! Realistic sounds and animation bring these programs to life and provide hours of entertainment for ages 2-6.

Layered 5507 **B&C**
529 Main St.
Boston, MA 02129

Layered, the First Family in Macintosh accounting, publishes software solutions for every business. The INSIGHT Expert™ Series, the award-winning software for multi-workstation accounting, has six modules for accounting functions that includes data import/export and expanded detail retention. For integrated accounting and client write-up, atOnce!™ has received critical acclaim and now offers data import/export. For modest accounting needs, OneWrite combines A/R, G/L and Cash Disbursements in one easy package. Front Desk™ maintains multi-user appointment calendar schedules.

Learning Services, Inc. 5404 **B&C**
P.O. Box 10636-61 West Eighth
Eugene, OR 97440

Letraset 5418 **B&C**
40 Eisenhower Dr.
Paramus, NJ 07653

Studio Line Software: DesignStudio: page design software for the creative professional. ColorStudio: for true color illustration and color assembly. LetraStudio: creative headlines and display type design. ImageStudio: imaging software for gray scale photographs and illustration. FontStudio: for creating customized typefaces and logos. Ready,Set,Go 4.5: page layout software for word processing, type handling, and layout.

Levco 1616 **MOS**
6181 Cornerstone Ct. East, Ste. 101
San Diego, CA 92121

Levco presents RenderMan, a full featured color rendering software package running on TransLink and the Macintosh. RenderMan is a photo-realistic imaging software program that conforms to the Pixar specification for three-dimensional color scene rendering and features the legendary Macintosh standard for ease of use. TransLink is Levco's parallel processing enhancement board for the Macintosh featuring the Immos transputer, a 32 bit RISC processor.

Lexpertise Linguistic Software 5444 **B&C**
9 Exchange Pl., Ste. 900
Salt Lake City, UT 84111

MacProof 3.2.1 is proofreading software for the Macintosh. MacProof is a desk accessory that proofreads text for potential errors in writing style, word usage, spelling, punctuation and capitalization. MacProof works with MicroSoft Word 4.0, PageMaker 3.0, 3.01, 3.02, MacWrite 4.6, 5.0, and MacWrite II, Ready-Set-Go and MindWrite 1.0 & 2.0. MacProof requires 1 MB of memory and is designed for the Macintosh Plus, Macintosh SE and Macintosh II series. European MacProof will also be demonstrated.

Linotype Co. 5628 **B&C**
425 Oser Ave.
Hauppauge, NY 11788

Linotronic Imagesetters has the ability to set text and graphics eliminating the need for mechanical paste-up. True reproduction of type designs without the jagged edges that characterize most typesetters and laser printers.

Lite-On, Inc. 5642 **B&C**
720 S. Hillview Dr.
Milpitas, CA 95035

Lite-On is the manufacturer of high quality medium to high resolution color monitors for business graphics, desktop publishing, and CAD/CAM applications in both the Apple and IBM compatible environments. Lite-On will introduce the following monitors at this year's MACWORLD Exposition: 14" Mac II Compatible Color Monitor, .28MM dot pitch, horizontal scanning:

"Take my advice. Protect your property."

35 KHz, vertical scanning: 66.7Hz; 15" flat screen Mac II Compatible Color Monitor, .28MM dot pitch, horizontal scanning: 35KHz, vertical scanning: 66.7Hz; 20" Mac II Compatible Color Monitor, .31MM dot pitch, horizontal scanning: 35KHz, vertical scanning: 66.7Hz; 20" Multisync Mac II compatible color monitor, .31MM dot pitch, horizontal scanning: 30-64KHz, maximum resolution: 1280X1024 NI.

Logical Operations 5236 **B&C**
595 Blossom Rd.
Rochester, NY 14610

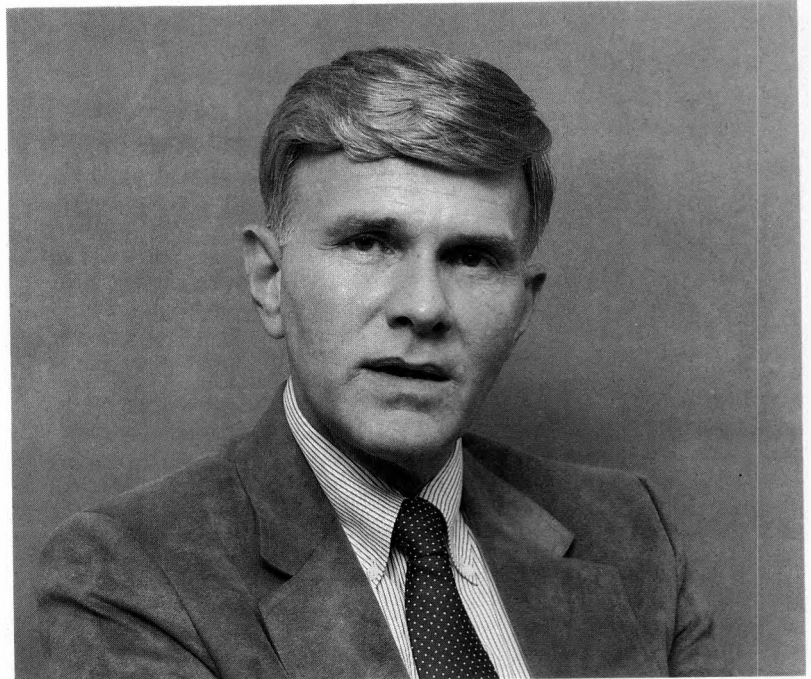
Logical Operations is an internationally recognized leader in the microcomputer training and consulting industry, providing a full range of training products and services for IBM PC and Macintosh software. The company develops and markets instructor-led training materials to support PCs and software in the business, government, education and health industries worldwide. Current curriculum includes over 60 courses. Courses include an Instructor's Guide and Student Manuals with data diskettes. Offering new product; Excel Version 2.2 and Word 4.0 for the Macintosh training materials.

Logitech, Inc. 56 **MOS**
6505 Kaiser Dr.
Fremont, CA 94555

ScanMan™ 32 Gray Scale Scanner for Macintosh. The ScanMan™ 32 Gray Scale Scanner from Logitech makes it easy to scan images and use them in all your favorite applications, even HyperCard and O.C.R. Get the highest quality images with our powerful editing and rendering software which includes 32 gray scales and a tear-off toolbox for extra ease. Adjust scanning resolution and dimensions. Pop-up screen controls for brightness and contrast. Save images in a wide variety of file formats. Easy to install and use, ScanMan 32 interfaces through the SCSI port for fast, accurate scanning.

Lotus Development Corp. 1646 **MOS**
55 Cambridge Pkwy.
Cambridge, MA 02142

Lotus Development Corp. will demonstrate a new Business Information Product.



"I didn't realize how important the information on my Mac was until our competition got their hands on it. That's when I discovered Kent♦Marsh Ltd.'s family of security software.

They have a modular approach that lets me choose the level and type of security to install on each machine. And it's so easy to use, I don't have to worry about my employees leaving their work unprotected.

We use **The NightWatch** to prevent access to hard disks containing our valuable information. **MacSafe II** password-protects sensitive files. It's great over networks or for anyone using a shared Mac, because they can secure their files in separate safes. With **Quick-Lock**, I can walk away from my machine and protect my work

without any cumbersome locking procedure.

With Kent♦Marsh Ltd., I only buy the security I need, not some expensive 'kitchen sink' software.

Kent♦Marsh Ltd. is the most innovative Macintosh security software firm around, and they're always there when I need them. With the highest rated products (The NightWatch - 4 1/2 mice), the fastest file access (MacSafe II - 3.5MB in just 3 seconds), and their top-notch customer support, **Kent♦Marsh Ltd. is all the protection I need.**"

Call your favorite dealer today and select the best Kent♦Marsh Ltd. security solution for your needs.



Kent♦Marsh Ltd.

1200 Post Oak Blvd. • Suite 210
Houston • Texas • 77056
(800) 325-3587 (713) 623-8618

**See our Security Software You Can Count On
at MacWorld Expo San Francisco, booth #1228.**

Exhibitor Descriptions

Lynn Products, Inc. 5726 **B&C**
1601 Lockness Pl.
Torrance, CA 90501

Lynn Products is a manufacturer of cable assemblies for serial, parallel, SCSI, ethernet, modem, "Apple-Talk" and customer interfaces. Other products of interest are switch boxes (manual and automatic), printer buffers, SCSI terminators, gender changers, "Apple-Talk" & "PhoneNet" adaptors plus numerous system and network interconnects.

Lynx Computer Products 5843 **B&C**
120 Linden Ave.
Long Beach, CA 90802

MacAcademy 135 **MOS**
477 S. Nova Rd.
Ormond Beach, FL 32174

MacAcademy is the Nation's leader in training for the Macintosh, with 2-day workshops, on-site corporate seminars and 5-day hands-on bootcamps. Over 20,000 Mac users in 65 cities have attended. Now in its third year, MacAcademy is adding selections to its Video Training Series. Currently 25 tapes are marketed worldwide, with an additional 15 scheduled for release 1st quarter 1990. The tapes feature the most popular Macintosh Software programs.

Mac Business Journal/ PIM Publications, Inc. 2228 **MOS**
P.O. Box 2140
Fall River, MA 02722

Mac Business Journal is the only Macintosh magazine completely dedicated to the business user. MJB provides the support the business user needs by going far beyond "Gee Wiz" reviews to provide solid "How To" information. Using case histories and intensive studies, *MJB* is able to demonstrate the Macintosh in a business environment. *MJB* features stress the orchestration of different Macintosh products to create a productive result. *MJB*'s business is to make the Macintosh your most powerful business tool.

MacCable 1930 **MOS**
274 Wattis Way
So. San Francisco, CA 94080-6761

Macintosh-Aided Design/ Auerbach Publishers 61 **MOS**
One Penn Plaza
New York, NY 10119

Macintosh-Aided Design is the premier magazine for design and engineering professionals who use the Macintosh computer. Focusing on the expanding Mac CAD/CAM market, *Macintosh-Aided Design* presents in-depth hardware and software reviews, on site reports from CAD installations, user-oriented features and practical "hands-on" information. Published monthly, *Macintosh-Aided Design* brings the world of Macintosh design to your office or studio. From architecture and engineering to illustration, image processing and desktop publishing, *Macintosh-Aided Design* covers it all.

Please see our advertisement on page 123.

Macintosh Buyer's Guide, The 723 **MOS**
Redgate Communication Corp.
660 Beachland Blvd.
Vero Beach, FL 32963

The Macintosh Buyer's Guide, a quarterly directory of up to date information on hardware, software and peripherals for the Macintosh. Each issue includes how to features, interviews, case studies, and reviews. *CD-ROM - The Macintosh Buyer's Guide* and the *Apple IIGS Buyer's Guide Directories on CD-ROM. The Annual 1990 Macintosh Product Registry*. The complete source of information for every product available for the Macintosh.

Macintosh News— A CMP Publication 748 **MOS**
600 Community Dr.
Manhasset, NY 11030

CMP Publications will be distributing to all attendees the most current issue of *Macintosh News*, the Newspaper for Resellers, Integrators, and Developers.

Macintosh Video News, Inc. 225 **MOS**
215 Union Blvd., Ste. 401
Lakewood, CO 80228

MVN will produce and market a monthly videotape magazine, devoted exclusively for the Macintosh user and enthusiast. Each month up to one full hour's worth of the latest news about the Macintosh. Each video cassette will contain in-depth reviews of important software and hardware, discussing what's hot and what's not. There will be interviews with Mac experts, helpful hints, shortcuts and ways to make your Mac work better for you — at home or at work.

MacProducts USA 108 **MOS**
8303 Mopac Expwy. #218
Austin, TX 78759

MacProducts USA is dedicated to becoming your discount Macintosh source. We carry the widest selection of hardware, software, and memory products for the Mac at the lowest prices available. MacProducts USA manufactures the complete line of Magic hard drives, Tape backups, Removable disk and Optical drives, B&W or Color monitors and cards, Accelerators, Fax/data modems, Network products, SmartCache Software, and Memory. Call 800-MAC-DISK or 512-343-9441 for your national and international Macintosh needs. Special Show Prices!

MacroMind, Inc. 1637 **MOS**
410 Townsend, Ste. 408
San Francisco, CA 94107

Introducing MacroMind Director Version 2.0, the interactive multimedia presentation and animation authoring tool which lets you combine graphics, text, sound, video and animation to produce presentations, self-guided training programs, interactive simulations and more. MacroMind Director Version 2.0 supports 32-bit images and also has the ability to control external devices such as CD-ROMs, videodisc players or frame-controllable videotape recorders. MacroMind will also demonstrate its revolutionary 3D animation product - MacroMind Three-D.

Exhibitor Descriptions

MacSema
29383 Lamb Dr.
Albany, OR 97321

2611 **MOS**

MacSema presents: WakeUp! provides automated power-up, application control and power down of NuBus Macs with programmable time selection and duration of operation; Smart Strip provides the same capabilities as WakeUp! for Mac SE's and Mac Pluses; Ringo wakes up and launches programs on Mac II's with a phone call; Voice Express allows voice control for Mac II's; Phone Manager provides voice mail, time billing and call accounting; other exciting products! Don't miss us!

MACsetra Technologies International, Inc.
2414 Koyl Ave.
Saskatoon, Saskatchewan
Canada S7L 7L5

5926 **B&C**

MACsetra will be demonstrating the Genesis 6000i, a high-performance rewritable optical disk storage system. The Genesis 6000i is the ideal storage medium for 24-bit color graphic files, network archival and backup, as well as digital sound and relational database files. The Genesis 6000i offers Apple-compatible partitioning, including A/UX partitions as well as non-Macintosh partitions; and can be daisy-chained to form a single storage volume of up to 2.1 gigabytes.

MacTech Quarterly
290 SW 43rd St.
Renton, WA 98055

1044 **MOS**

MacTech Quarterly, a TechAlliance publication, zeroes in on the interests of professional and semi-professional Macintosh programmers, with in-depth columns and articles that run the gamut from application and language programming to HyperTalk scripting and Excel macro writing, as well as features about technology, people, and issues critical to the computer industry.

MacTemps
580 Market St., Ste. 100
San Francisco, CA 94104

2708 **MOS**

MacTemps is the nation's first temporary agency whose personnel specialize in using the Macintosh. When you must handle special projects, staff personnel shortfalls, fill vacancies or cover vacations and sick leaves, we provide temporaries who are professional, personable, and best of all, who know the Mac. MacTemps specializes in desktop publishing, graphic design, illustration, presentations, word processing, secretarial, data entry, spreadsheet, database development. Other offices in Santa Clara, LA, Orange County, Chicago, NY, Boston.

MacTutor
1250 N. Lakeview, Ste. O
Anaheim, CA 92807

1226 **MOS**

MacTutor, The Macintosh Programming Journal. *MacTutor* is a monthly technical journal for the intermediate to advanced programmer on the Macintosh. Developers from all over the world show you how to get professional results with your project. Each issue is filled with source code in many languages such as C, Pascal, MacApp, Hypertalk, and so on. A wide range of topics such as MacApp, graphics, networking, and more are covered each month. *MacTutor* offers the source code for each issue on disk for order or subscription. *MacTutor* also features their back issues in a convenient book form. For subscription information, you may call or write to the following address: *MacTutor*, 1250 Lakeview, Ste. O, Anaheim, CA 92807, 714-777-1255, Fax: 714-777-6972.

MACUSER/MACWEEK
One Park Ave.
New York, NY 10016

923 **MOS**

MACUSER Magazine is the largest paid circulation publication in the Macintosh personal computer marketplace, with an average paid circulation of 300,000. *MACUSER* specializes in comparative product reviews and laboratory based quantitative product evaluations. *MACWEEK* is the only weekly newspaper specifically for volume buying Macintosh professionals in corporate, government and uni-

versity environments. *MACWEEK* provides the most progressive, accurate and timely reporting of news, new products and user issues concerning the Macintosh market.

Macworld Communications
501 Second St.
San Francisco, CA 94107

1207 **MOS**

Macworld Magazine, the world leader on Macintosh Computing, features award winning editorial that includes objective in-depth product reviews (done with sophisticated benchmarking tests by *Macworld* Labs), feature articles and hands-on tutorials. Departments cover consumer issues, technology trends, and late-breaking industry news. With an average qualified circulation of 375,000 and total monthly readership approaching 1 million, *Macworld* is the largest publication in the market, serving the needs of buyers and users of Macintosh computers. *Macworld* sponsors MAC-WORLD Expositions worldwide.

Please see our advertisements on pages 84-85, 86 & back cover.

Madson Line, The
295 Third St.
Oakland, Ca 94607

1551 **MOS**

Magic Software, Inc.
2206 Franklin St.
Bellevue, NE 68005

435 **MOS**

AutoSave II — Automatically saves your work . . . transparently. With a power outage or some other catastrophe, *AutoSave* works to protect your work in progress. *BACKMATIC*—Backmatic will back up new or changed files automatically at specified times, including shutdown. Backup to floppies, another hard drive, or removable cartridges. *POWERicons*—Create a *POWERicon*, put it anywhere . . . any folder . . . on the desktop . . . or attach a document to it, when the icon is double clicked the document automatically opens with the application.

Exhibitor Descriptions

Mainstay

1521 **MOS**

5311-B Derry Ave.
Agoura Hills, CA 91301

Mainstay offers a variety of business productivity software for the Macintosh. The latest offerings are "groupware" programs for document annotation, markup, storage, retrieval and display. Mainstay's newest product is Marco Polo, a group product for information storage, retrieval and display. Documents are highly compressed and preprocessed to minimize storage and to enable high-speed searches based on content. Mainstay will also show its other packages: MarkUp (for group document annotation), MacFlow, MacSchedule, ClickPaste, Capture, AntiToxin and VIP.

MapInfo Corp.

5836 **B&C**

200 Broadway
Troy, NY 12180

MapInfo Corp. is announcing a new generation of software for the Macintosh. Desktop mapping offers exciting ways to analyze your database information. You can turn your everyday databases into powerful graphics. Use it for everything from sales analysis to cable routing. Display your database information geographically. MapInfo Corp. also has a wide variety of maps available to meet your changing needs. Let MapInfo show you how to "SEE" your data.

Please see our advertisements on pages 124-125.

Marstek, Inc.

5855 **B&C**

17785-A Skypark Circle
Irvine, CA 92714

Marstek, Inc. will announce the "Mars-128", the first low cost, 5 inch (128mm) /400 dpi hand scanner. In addition to its sophisticated scanning functionality and unique five inch scanning width, the Mars-128 can scan almost any picture or logo with a single pass while merging an A4 size image in only two passes. Marstek will also demonstrate its new "Merge" utility which allows users to merge small or large images together without distortion.

MASS Microsystems

1049 **MOS**

550 Del Rey Ave.
Sunnyvale, CA 94086

For innovations in multimedia computing visit MASS Microsystems, the premier video hardware company. MASS Microsystems is demonstrating its award-winning ColorSpace technology in a brand new theater. Let MASS Microsystems show you how to produce your own Macintosh videos and multimedia presentations. Exclusively at Macworld, MASS Microsystems will unveil its latest entry into the world of multimedia computing. And for those looking for flexible, high capacity, removable storage solutions look no further—MASS Microsystems DataPak family for all your storage needs.

MathSoft, Inc.

62 **MOS**

201 Broadway
Cambridge, MA 02139

MathCAD is an advanced Macintosh mathematics package that allows technical professionals to calculate interactively on a Macintosh as they would on a scratchpad. MathCAD integrates mathematical equations, text and graphics together in a single, live document. The program features dynamic evaluation of expressions. As equations are entered, MathCAD quickly calculates results and displays them. Special MathCAD Macintosh palettes make it simple for users to enter operators and Greek letters into equations. They also allow for easy, fast manipulation of mathematical expressions. If variable values and expressions are changed, affected calculations are automatically updated, and new results presented. The cost is \$495 and is available through MathSoft and dealers nationwide. Call 1-800-MATHCAD (617-577-1017, in Massachusetts) for information.

Maxem Corp.

2449 **MOS**

7855 South River Pkwy.
Tempe, AZ 85284

Maxem Corp. will exhibit CAUSE, a visually intuitive software program. It allows users to create their own business application programs with immediate results; CAUSE requires no use of syntax or entry of code. Versions for IBM and Macintosh will be

exhibited simultaneously; moreover, applications programs created on both machines are cross compatible. Demonstrations of the product will be given, as well as discussion concerning its impact on the programming environment. Information will be available for dealers interested in becoming MAXEM authors. In addition, a catalog of programs written using CAUSE will be available, and a variety of these programs will be demonstrated.

Maya Computer Company

5528 **B&C**

Bridge St.
Waitsfield, VT 05673

Maya Computer Company provides expert sales and repair of Macintosh computers to businesses worldwide. Maya buys and sells both new and reconditioned computers, providing a safe, fast and economical means for companies to upgrade ever-changing equipment. Our clients range from Fortune 500 companies to small businesses. In the past two years Maya has sold Macintosh equipment to more than thirty countries around the world. For sales, service, training and consultation, Maya is strictly Macintosh, simply the best.

Maynard Electronics — An Archive Company

5202 **B&C**

460 East Semoran Blvd.
Casselberry, FL 32707

Maynard Electronics offers a complete line of tape backup solutions. Maynard's MaxStream line of tape drives offer backup capabilities of 60Mb, 150Mb, 250Mb, and up to 2200Mb. In addition, the MaxStream software provides features such as unattended backups, script creation - to automate your backup tasks, backup AppleShare servers across networks - including full AppleShare access rights, backup across other networks such as TOPS and Novell, and a familiar graphical user-interface patterned after Apple's Finder software.

Unmatched Performance!
NuPORT SCSI DMA Card & WrenRunner-2
Booth #939 - Moscone Center

DATA STORAGE

Internal and external hard disk drive subsystems from 20 to 2022 MB, fast as 5.4 ms.
Tape backup to 1.3 GB, 45 MB removable cartridge and rewritable optical systems.



Quality and Support "The Macintosh Way"

From the desk of Guy Kawasaki:

I got a MicroNet drive and loved it. Then I visited MicroNet and found out that it's truly a Macintosh Way kind of company. What a bunch of hardware tweaks!

Deep, indulgent, complete and elegant products—that's the MicroNet Way. Check out MicroNet when you need a Macintosh hard disk.

Author of "The Macintosh Way"
and renowned Apple Evangelist.

**Sold Through Better
Dealers Worldwide.**

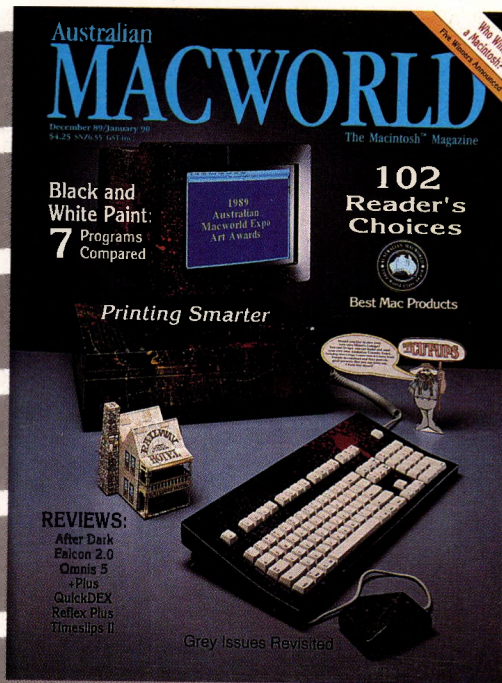
Macintosh is a registered trademark of Apple Computer, Inc.

Call today for data sheets and the name of your nearest MicroNet dealer.

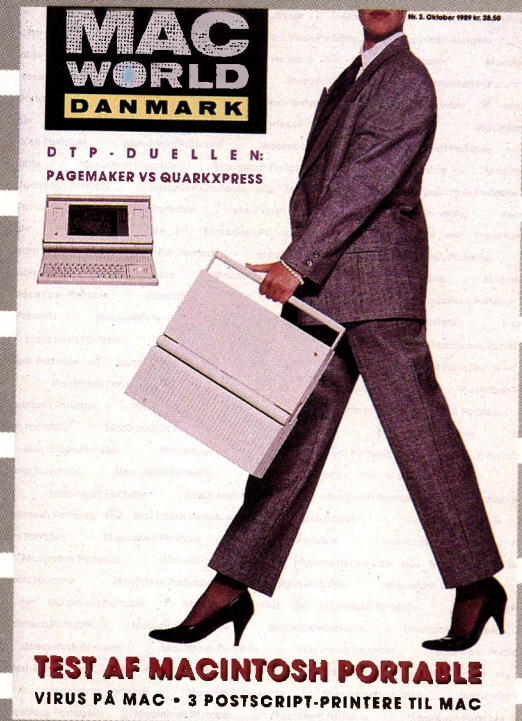


MicroNet Technology, Inc.

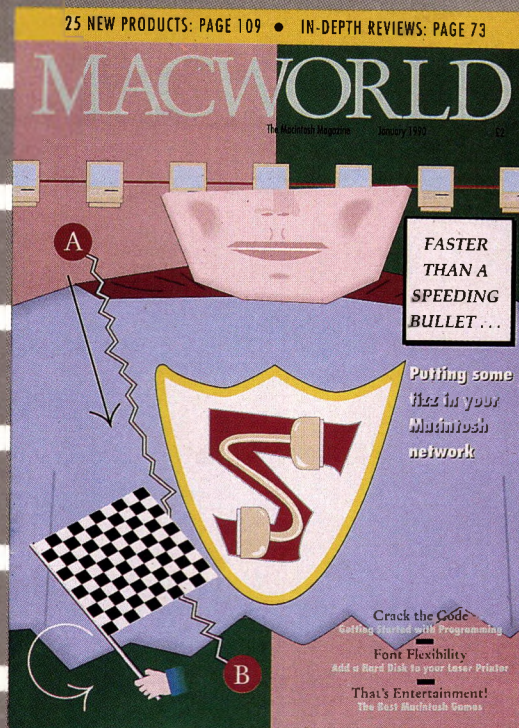
20 MASON • IRVINE, CALIFORNIA 92718 • TELEPHONE: (714) 837-6033
FAX: (714) 837-1164 • APPLELINK: D1656 • COMPUSEVE: 76004,1611



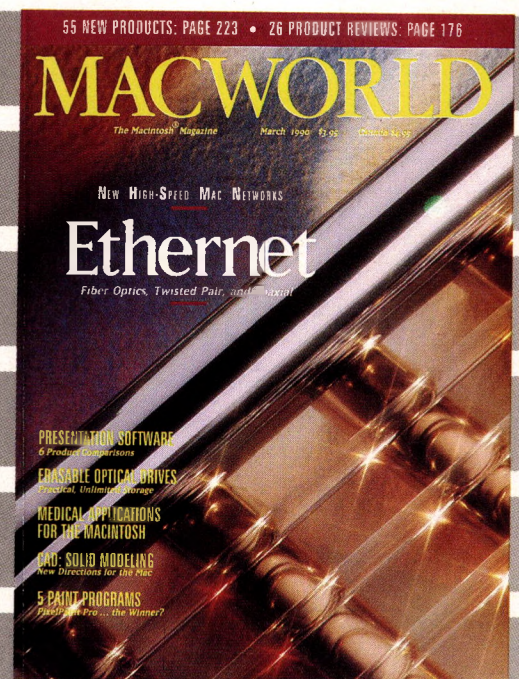
Macworld Australia



Macworld Denmark



Macworld United Kingdom



Macworld USA

MACWORLD NORGE

EN PUBLIKASJON FRA PC WORLD NORGE

Apple's nye baby:

**Bærbar,
lekker
- og dyr**

Database-
programmer
for Mac

Test:
SmartForm
HP DeskWriter

Mac i reklame-
bransjen



Macworld Norway

MACWELT

Alles Wissenswerte über Macintosh-Computer

DM 19,80 - 17 - 19,80 - 05 - 160 -

KOSTENLOS
2000 SOFTWARE-
PROBEN MICROSOFT
WORD 4.0
WARTEN AUF SIE

Aktuell:
Ili mit 25 MHz
Mac-Portable

Anwendungen: Grafik,
DTP, Textverarbeitung,
Datenbanken

Kaufentscheidung:
Hardware im Detail

Grundlagen: Netzwerke,
Multimedia, Farbseparation,
Schutz vor Viren

Macworld Germany

The Macworld Global Network.

The Macintosh international market is thriving. Macintosh users around the world spent seven billion dollars on hardware and software in 1989, and they will increase that number by *one billion* in 1990. Companies who move swiftly to target and reach these buying prospects will get a head start on winning big in the 1990's. Macworld magazine provides the solution...the *Macworld Global Network*.

The Macworld Global Network - seven international publications with a total readership of over one million Macintosh users and buyers - reaches the most lucrative

markets in the world. While spanning the globe, the Network is the best way to target and penetrate these profitable international markets. And we will continue to expand into the most powerful Macintosh markets worldwide.

Don't miss out on the enormous buying power of the Macworld Global Network. Call your Macworld USA sales representative to open a world of new opportunities.

MACWORLD



MAC world

Nr 7 December 1989

Pris 35 kr
inkl moms

Tidningen för dig som arbetar bekvämt med Macintosh

**Två bordsdatorer och
två bärbara testas:**

**Apples nya
datorer får hård
konkurrens**

Är du en fast kop?
PageMaker 3.5 eller
Quark Xpress 2.11

Lovande programmyhet:
Adobe Type Manager

Macworld Sweden



The Global Market.

Just a network away.

Exhibitor Descriptions

MECA Ventures, Inc. 234 **MOS**
327 Riverside Ave.
Westport, CT 06880

Andrew Tobias' Managing Your Money, version 3.0 is updated for the new tax laws and changing financial climate. We've made major program enhancements, including an IRA Decision Analysis Calculator and changeable rate and payment amounts for loans. These improvements, combined with the features Managing Your Money already has, allow you to address every area of your finances, including budgeting, check writing, taxes, investments, insurance, net worth and more. The 7 integrated chapters transfer data between themselves, eliminating the need to reenter things.

MEDIA Technologies 5142 **B&C**
22027 17th Ave. S.E., Ste. 101
Bothell, WA 98021

MEDIA Technologies provides software manufacturing services including software duplication, assembly, packaging and fulfillment to software publishers, OEM's and corporations across the country. MEDIA Technologies also preformats and custom labels diskettes for corporations, government and educational institutional users.

MegaGraphics, Inc. 2331 **MOS**
439 Calle San Pablo
Camarillo, CA 93012

MegaGraphics, Inc. manufactures high-performance graphics products to meet the needs of designers, publishers, engineers and architects for whom Macintosh is the computer of choice. At MACWORLD Expo, MegaGraphics will feature its complete line of products for the Macintosh II computer family, including 8 and 24-bit color display systems in both 16" and 19" formats. Also exhibited will be the popular dual-page monochrome display, Mega-Screen RIVAL, available for the entire line of Macintosh computers and color and greyscale systems for the Macintosh SE/30 computer.

Merritt Computer Products 5847 **B&C**
5565 Red Bird Center Dr., Ste. 150
Dallas, TX 75237

SafeSkin® Keyboard Protector remains on your keyboard while you type. It provides 24-hour protection against coffee or soda spills, cigarette ashes, dust, dirt, staples and environmental hazards. Soft and flexible, SafeSkin fits like a glove and retains normal keyboard touch. All you feel is peace of mind! Available for all Macintosh and Apple keyboards, Laser, DataDesk and over 400 other PC's, clones, workstations and laptops. Made in USA. Special MACWORLD Expo discounts! Dealer inquiries welcome.

Metropolis Software, Inc. 5233 **B&C**
499 Hamilton Ave.
Palo Alto, CA 94301

Metropolis Software develops real estate software solely for the Macintosh, to take advantage of graphics and applicability to computer novices. Real Estate Edge™ helps residential agents prospect for sales with form letters and labels. ProAnalysis™ provides comprehensive financial analysis to facilitate real estate decision making. The Ten-Minute Property Manager™ helps owners/managers handle record keeping for multiple properties. The Mortgage Office™ is a FNMA/FHLMC loan processing and office automation system for mortgage brokers/bankers.

Micro Dynamics, Ltd. 1147 **MOS**
8555 Sixteenth St., Ste. 701
Silver Spring, MD 20910

Micro Dynamics MARS™ (Multi-user Archival & Retrieval System) — A fully-integrated archival and retrieval system for storing vast amounts of documents and computer files, and retrieving them from Macintoshes. Scans paper documents and microfilm. Retrieves documents by keywords; also available is full text searching on text files. Uses WORM optical disks or erasable magneto-optical disks. Jukeboxes, OCR, and compression devices (CCITT Group IV) available. Currently used for litigation support, student records, marketing information, financial data, proposals, etc.

Micro Electronic Technologies 5538 **B&C**
35 South St.
Hopkinton, MA 01748

M.E.T. is a manufacturer of memory upgrades for Apple computers. M.E.T. also manufactures a line of 2400 baud modems: 2400X - Stand alone; 2400XF - Stand alone with fax capability; 2400P - Portable Pocket modem; 2400PF - Portable Fax. Come see us at booth #5538 for the latest specifications of our products.

Micro Planning International 640 **MOS**
655 Redwood Hwy., Ste. 311
Mill Valley, CA 94941

Micro Planning International, the leading international project management consulting firm addresses the project management needs of individuals throughout the largest corporations with a complete line of software and professional services. While Micro Planner for the Mac addresses the most demanding needs of the individual project manager, Micro Planner X-Pert is the first project management software designed to meet the needs of the department, division or corporate manager to "put it all together." Organizational Project Management. Large projects or small, if you need to "Make it Happen" come and talk with our professionals.

Microcom Software Division 2543 **MOS**
55 Federal Rd.
Danbury, CT 06810

Carbon Copy Mac™ is network and communications software that allows you to remotely operate another Macintosh™, transfer files in the foreground or background and manage your AppleTalk™ network. It gives complete control of another Macintosh's software, peripherals, screen, keyboard and mouse. Virex®, with the Virex INIT both detects and repairs files infected by all known viruses and identifies previously unknown viruses. The Virex INIT continuously monitors the computer to prevent infection.

Exhibitor Descriptions

MicroFrontier Inc. 5919 **B&C**
7650 Hickman Rd.
Des Moines, IA 50322

MicroFrontier features "Enhance", an 8 bit image enhancement application for Macintosh II computers. Enhance offers over 80 image analysis filters, open color images, retouching capabilities, painting tools and a unique buffering scheme where up to three generations of the same image can appear on screen simultaneously. Other capabilities include: gray-scale histograms, gradient fills, a magic wand, measurement tools, rotation, scaling and blending. In addition, Enhance can create, load and save custom palettes and filters.

Microlytics, Inc. 109 **MOS**
2 Tobey Village Office Park
Pittsford, NY 14534

Microlytics, a developer of auxiliary word processing products and related productivity software products, will feature three products at MACWORLD Expo: MultiTrans, GOfar 2.0 text retrieval utility, and the Word Finder thesaurus. MultiTrans is a new six language software program that allows users to translate words and phrases from one language to another. MultiTrans will be available in six languages: English, French, German, Italian, Dutch, and Spanish. Word Finder and MultiTrans are both available in OEM applications.

MicroMax International Corp. 5537 **B&C**
RM 1009, No. 600 Min-Chuan E. Rd.
Taipei, Taiwan R.O.C.

MicroMax International Corp. is providing high quality monochrome, grey-scale and color monitors, designed for specific end user requirements. With our long experience in monitor manufacturing, MicroMax is poised to meet the high-resolution needs of the Macintosh environment. MaxView 1485 meets all the requirements for small screen color monitors. MaxView 2002 can meet your black and white 20", 1024 x 768 resolution needs. MaxView 2082 is your 256 grey-scale solution and the MacView 2076 is your 20" color monitor solution. All distributors and dealers are invited to visit Booth 5537 to see the high end

MaxView monitors. Contact David Standridge or John Lin for more information.

Micron Technology, Inc. 5310 **B&C**
2805 E. Columbia Rd.
Boise, ID 83706

Micron manufactures memory components, boards and enhancement products. These include Xceed for Macintosh, Beyond for IBM, Ascend for Compaq, and Intensify for peripherals, including the H-P Laserjet. The Xceed line includes 1, 2, 4 and 8mb memory expansion kits for the Macintosh family, including parity protected X9 kits for the IIci. Xceed also includes video cards for Mac II family and SE/30.

Please see our advertisement on page 11.

MicroNet Technology, Inc. 939 **MOS**
20 Mason
Irvine, CA 92718

MicroNet offers data storage systems for the Macintosh ranging from 20 MB to 2,022 MB with access as fast as 5.4 ms. We specialize in MacWren drives that are known for their reliability and performance. Products include internal and external hard disk drive systems up to 2,022 MB, 45 MB removal cartridge, 1.3 DAT, 600 MB rewritable optical and tape backup up to 520 MB. See live demo of our new Synchronous SCSI NuBus Host Adapter that improves I/O up to 300%. "Quality You Can Count On".

Please see our advertisement on page 91.

Microseeds Publishing/ Inline Design 2705 **MOS**
7030-B W. Hillsborough Ave.
Tampa, FL 33634

Microseeds Publishing brings you the very best in Macintosh utilities, including: Redux, the fast and flexible backup program; Screen Gems, a collection of screen utilities for the Mac II, and INITPicker, the startup manager for those pesky INITs. Inline Design will be displaying BOMBER, the super World War II adventure game everyone's raving about!

Microsoft Corp. 807 **MOS**
16011 N.E. 36th Way
Redmond, WA 98073-9717

Microspot 1321 **MOS**
1921 Corporate Square Blvd.
Slidell, LA 70458

Microspot is showing MacInteriors, a 3-D interior design program which allows users to create their own furniture items, draw rooms with doors and windows, and position furniture items in the room. It may be viewed in plan, elevation and perspective and printed on a Laserwriter or Imagewriter, or plotted in color using Microspot's MacPlot drivers. Microspot has extended its range of MacPlot chooser-level pen plotter drivers to include electrostatic plotters and color thermal printers.

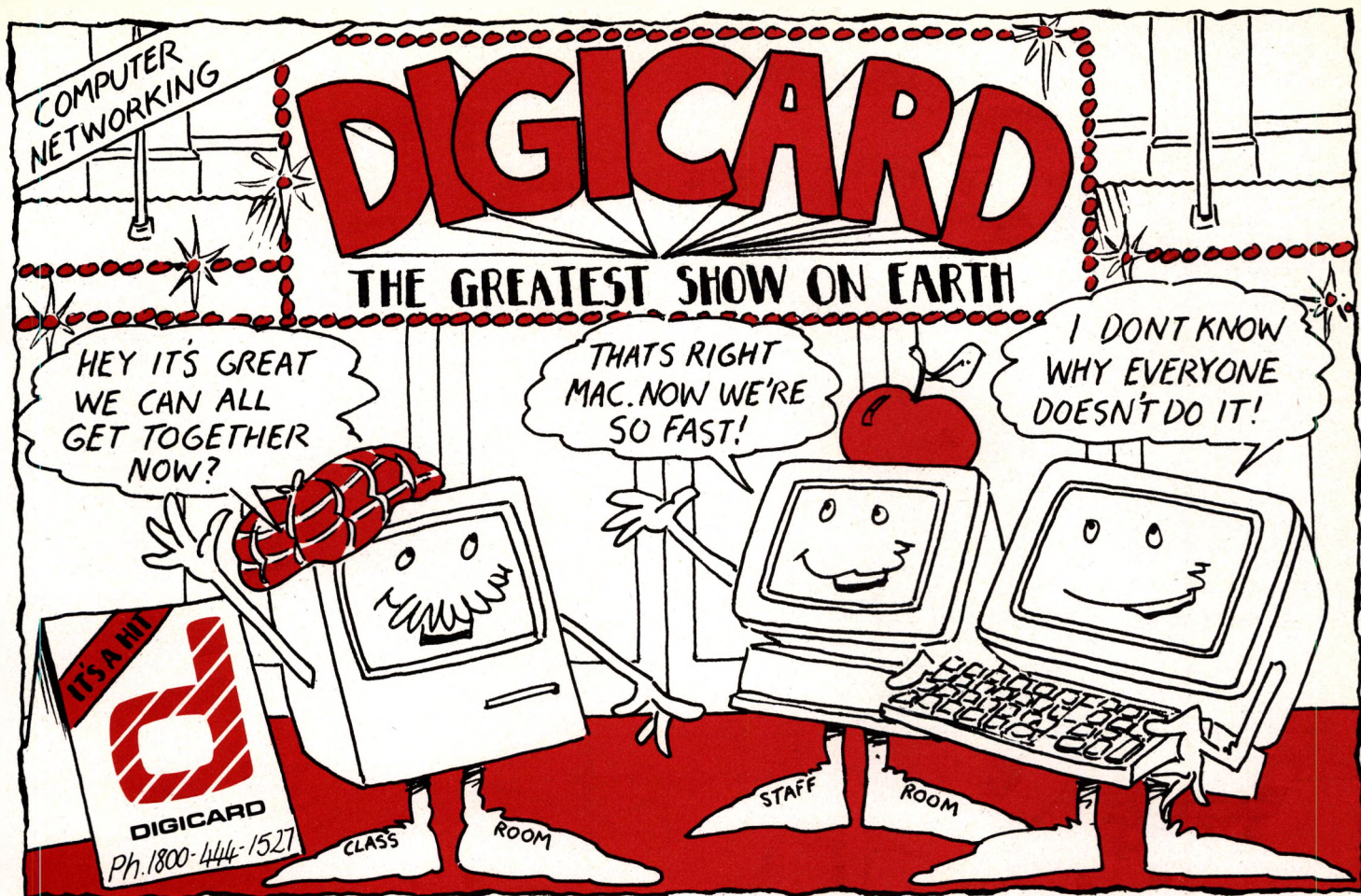
MicroStore, Inc. 824 **MOS**
P.O. Box 33
Le Sueur, MN 56058

High quality and attention to detail are standard features of MicroStore's portable disk carriers and mouse pads. DiskBooks and Travellers offer a wide range of storage capacity from 4 to 32 disks including a model designed to portfolio manuals or documents. MicroStore's Fast Pads are available with cloth leather or plastic surfaces. Premier models feature unique pictures laminated below the surface.

Microtech International, Inc. 1339 **MOS**
158 Commerce St.
East Haven, CT 06512

Microtech will announce several new items including exciting new mass storage products, 4 MB SIMM's with Virtual & RAM cache software, and a new line of portable battery operated hard drives. Microtech will also display their critically acclaimed 5 year warranted 20 to 650 MB internal and external hard drives, new removable cartridge drives, re-writable optical drives, tape back-up units, 1 MB memory modules, and complete line of accelerator products.

Please see our advertisement on page 91.



MacLabTM

Find us at Booth No: 5128

AD Instruments

The MacLab system is a computer based data recording and display system designed to exploit the intuitive user interface of the Apple Macintosh family. MacLab gives a flexible & economic solution for data acquisition in Life and Engineering sciences as well as Educational environments. MacLab is designed to emulate a number of standard laboratory instruments including;

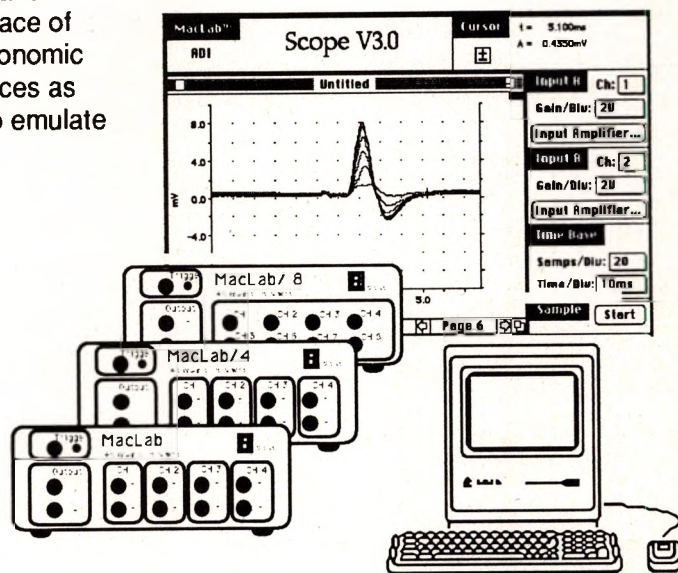
- Chart Recorder
- Storage Oscilloscope
- X-Y Recorder
- Spectrum Analyser

The range of MacLab hardware will record data on 4 to 8 analog channels from 1mV to 10V full scale at up to 100,000 readings/sec. Additional software controlled modules extend the range of the MacLab into specialist areas. For more information or a demonstration of the MacLab system come along to booth 5128 or call us;

AD Instruments

744 Cowper St Palo Alto CA 94301

Ph: (415) 321 5405 Fax: (415) 321 8451



Exhibitor Descriptions

Microtek Lab, Inc. 2149 **MOS**
680 Knox St.
Torrance, CA 90502

Microtek will be displaying its complete line of image and text scanners for the Apple® Macintosh™. Included will be the versatile MSF-300Z, a color/gray-scale scanner which offers full 24 bit color as well as 8 bit gray-scale capability for under \$2,700. The MSF-300G, Microtek's leading gray-scale scanner and the MS-II, Microtek's OCR scanner will also be displayed with a variety of compatible application packages.

MicroTouch Systems, Inc. 2519 **MOS**
55 Jonspin Rd.
Wilmington, MA 01887

Mitsubishi International Corp. 845 **MOS**
701 Westchester Ave., Ste. 101W
White Plains, NY 10604

Mobius Technologies, Inc. 2129 **MOS**
5835 Doyle St.
Emeryville, CA 94608

Mobius Technologies offers a wide range of innovative products for the Macintosh including the MultiScreen SE video card for the Macintosh SE, which supports dozens of monitors including Apple's Portrait Display, NEC's GS2A and Princeton's Max-15, the MOBIUS Cordless Mouse, which uses infrared technology for cord-free cursor control for all Macs, the popular Fanny Mac QT cooling fan for Macintosh Plus, 512 and 128 models and the SE Silencer replacement fan for the Macintosh SE.

Monotype Typography, Inc. 2613 **MOS**
53 W. Jackson Blvd., Ste. 504
Chicago, IL 60604

Moose Software 5441 **B&C**
555 Byrant St., Ste. 231
Palo Alto, CA 94301

Moose Software currently offers two Macintosh utilities. FileWise, a powerful, flexible file system utility, helps you manage your hard disk. FileWise finds, copies, removes, sorts, moves, alters, & backs up files quickly. Using an unique icon approach, FileWise allows you to quickly and easily build commands that range from simple searches to complicated backups using criteria you specify. Backer 2.0 is a desk accessory for backup up your files while you work on something else.

Motorola, Inc., Semiconductor Products Sector 5403 **B&C**
6501 Wm. Cannon Dr. West
Austin, TX 78735

DSP56000 and DSP96000 Family Digital Signal Processing Integrated Circuits, Sigma Delta A-D Converters, plus associated hardware and software development tools will be featured in the Motorola booth.

Mountain Lake Software, Inc. 132 **MOS**
258-B Laguna Honda Blvd.
San Francisco, CA 94116-1409

Teacher and trainers can use Make-Test® to create, organize and print great tests. Use formatted text, graphics, and equations in your questions. Full of features it's easy to use, convenient, and flexible. 30-day money-back guarantee. Calypso™ for programmers is a C source code library using single files for management of b*trees (up to 32 indices) and/or variable-length data (up to 4 gigabytes per record). Provides CRC error checking option, interactive debugger and more.

Mouse Systems Corp. 5637 **B&C**
47505 Seabridge Dr.
Fremont, CA 94538

Mouse Systems Corp., founded in 1982, is a leading designer and manufacturer of microcomputer-based optical and opto-mechanical input devices for the worldwide end user, retail, distribution and OEM marketplaces. Mouse Systems Corp.'s

products support IBM and Apple microcomputers and Sun® and UNIX™-based workstations. The company also offers a line of "mouse-able" software including graphics and utility and CAD packages. Mouse Systems will be showing their new line of Apple input devices, including: a high-resolution trackball, a high performance streamlined optical mouse, and a revolutionary multi-input device for the Mac II series.

Multi-Ad Services, Inc. 2337 **MOS**
1720 W. Detweiller Dr.
Peoria, IL 61615-1695

Multi-Ad Creator is a unique ad and page make-up software package that allows free rotation of grouped graphics and text, copyfitting, suggested layouts, advanced object drawing and manipulation and the ability to export the complete finished document as PICT files. Multi-Ad Creator integrates a variety of customizing features including layout formats, document sizes, color and more. Multi-Ad Creator ships on both floppy diskette and on compact disc. Customers receive FREE updates and technical support for one full year from date of purchase.

National Instruments Corp. 1943 **MOS**
6504 Bridge Point Pkwy.
Austin, TX 78730-5039

National Instruments is exhibiting its personal instrumentation products for engineers and scientists. The company is demonstrating its family of A/D, D/A, digital I/O and GPIB plug-in boards for high-performance and low cost applications along with its LabVIEW and LabDriver software products for novice and experienced programmers. Version 2.0 of its LabVIEW graphical programming system is now shipping and is featured in several application examples including ATE, process monitoring and control, DSP, and personal instrumentation.

Hardware for the pros.



Win an All-Star Evening with the Pros!

Microtech International and ComputerWare, the winning team that brought the Bay Area the best in Macintosh peripherals, would like to invite two winners and their guests for an exciting "evening with the pros".

L.A. Clippers vs. Golden State Warriors.

Enjoy all-star NBA action as the L.A. Clippers take on the Golden State Warriors, Wednesday, April 18, at the Oakland Coliseum Arena! Your V.I.P. night for two includes a pregame dinner at Livingston's, and a post game private tour of the locker room to meet the players.

Be a Winner! Head for the Pros!

Register to win while you demo Microtech peripherals at the Microtech and ComputerWare booths, or at any ComputerWare store. With Microtech and ComputerWare, you'll be heading for the pros.



MICROTECH
INTERNATIONAL, INC.

1-800-325-1895 CT 203-468-6223



Microtech International, Inc. is proud to sponsor the Los Angeles Clippers for the 1989-1990 season.

COMPUTERWARE
THE MACSOURCE

1-800-326-0092

Microtech International and ComputerWare employees and their families are not eligible.

Exhibitor Descriptions

National Semiconductor 1721 **MOS**

2900 Semiconductor Dr., MS 34-10
Santa Clara, CA 95050-8090

National Semiconductor will demonstrate its expanding line of enhancement products for desktop computers. Featured products will include MacLangelo, a 32-bit Quick Draw compatible graphics card, the NS 8/16 NuBus Memory Expansion Board that permits up to 16 megabytes to be installed in each NuBus slot and NSIM Main memory Modules (SIMMs). Additional demonstrations of the company's advanced semiconductor products are also planned.

NEC Home Electronics 243 **MOS**

1225 Michael Dr.
Wood Dale, IL 60190-1094

Network Resources 5212 **B&C**

2450 Autumn Vale Dr.
San Jose, CA 95131

Demonstration of MultiGate Manager - powerful network management for AppleTalk networks. Sophisticated features and Oracle's DBMS provide control of AppleTalk networks using NRC's MultiGate 2000 routers. MultiGate 2000 routers provide users with Ethernet, broadband and fiber optic connectivity. Other new products include IPGate, MultiGate Mac and MultiGate Access to answer your TCP/IP connectivity needs, Mac2000, a MacCoProcessor card for Ethernet, broadband and fiber optic networks and macBridge for bridging broadband, Ethernet and fiber optic networks.

New Horizons Software, 2538 **MOS**

205 Wild Basin Rd., Ste. 109
Austin, TX 78746

WordMaker is the new high performance, personal word processor for all Macintosh systems. Its intuitive design makes WordMaker, priced at \$124.95, quite easy to learn and to use. WordMaker easily wraps multiple lines of text around graphics. It has print merge, multiple line headers and footers, color capability, and a 100,000 word spelling checker! It imports and exports MacWrite files for compatibility with most word processing programs. Minimum system requirement: Macintosh 512E running system 4.1.

New Wave Executive 2437 **MOS**

23228 Hawthorne Blvd., #221
Torrance, CA 90505

New Wave Executive Corp.TM introduces its latest innovation of Macintosh carrying cases designed for the "Ultimate" in heavy duty, light-weight computer protection, convenience and functionality! Featuring the Executive Mac Traveler Carrying Case series for the extended/regular keyboards, Mac IIcx and Imagewriter II. Also available is a complete line of stylish protective Dust Covers, Disk Wallets and Mouse Pads. All products will be offered at incredible show special prices! Dealer's welcomed.

Newbridge Microsystems

5424 B&C

20 Edgewater St.
Kanata, Ontario
Canada K2L 1V8

Newbridge Microsystems "New Life for Old Macs". Featuring state of the art upgrade products. The following products will be at MACWORLD Expo. "Mac NewLifeTM" memory board series for the Mac 128, 512 and 512e. Upgrade to 4 Megs RAM, SCSI port, and Full Page Video. "UltraMax25TM" accelerator board featuring 25mhz operation with math co-processor. A cost effective alternative. "UltraMax33cTM" accelerator board featuring 33mhz operation 10.5 Mip thruput with math co-processor and high speed static ram cache.

Newer Technology 5648 **B&C**

1117 South Rock Rd., Ste. 4
Wichita, KS 67207

Debuting will be SCSI1 DART. A solid-state external RAM Disk Drive. It features a built-in battery backup, complete cables (and terminators), and an Average Access-Time of less than 0.1 milliseconds. It can be as small as 2MB or as large as 512MB, SCSI DART uses industry standard SIMMs - 256K, 1MB, 4MB & 16MB in any combinations. Parity checking is activated if IBM-Type (x9) SIMMs are used. Apple SIMMs and IBM-Type SIMMs may be mixed together. Also on display will be Newer Technology's complete line of 256K, 1MB, and 4MB SIMMs, even Parity versions for the new Parity IIci. Being shown is Newer Technology's 16MHz accelerator for the Mac SE - MacSEIerator. It will accept an optional 16MHz 68881 coprocessor and can interface to the E-Machines 17" black & white "The Big Picture" monitor. Debuting will also be Newer's Mac Portable memory card. It can hold up to 8MB of memory.

Please see our advertisement on page 93.

The Ultra High-Speed SCSI RAM Drive

New SCSI **Dart™**

The flexible, Non-Volatile, alternative to Conventional Disk Drives!

The SCSI Dart™ Ultra High-Speed Solid-State RAM Disk delivers ultra-fast 0.1 millisecond access times. And because it's designed around the popular 3½-inch form factor, Dart™ can be used for a direct plug-in replacement of conventional disk drives. Or, it can be housed in a zero-footprint external chassis.

Dart™ allows you to build the capacity you need, too. Using snap-in 256K, 1MB,

4MB or 16MB SIMMs, or a combination of those, up to 512MB is possible. For non-volatile performance and data security there is a UPS (battery backup) built into the unit.

What applications are candidates for the power of Dart™? Any application slowed by mechanical disk drive performance such as CAD, Desktop Publishing, Engineering, etc.

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Booth #5648

Designers and manufacturers of the Newest Technology in Memory for Macintosh®, Compaq®, IBM® and compatibles.

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The Newest Technology in Memory

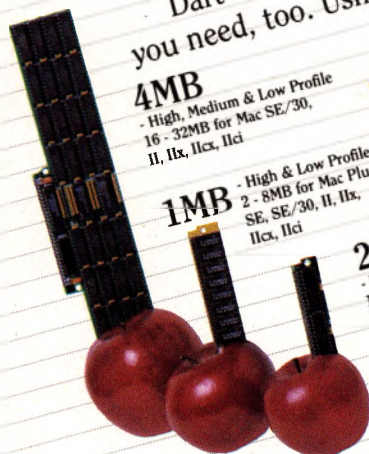
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TECHNOLOGY

MAXIMA™ or FASTdrive Software Bundled With 1MB & 4MB SIMMs

Have up to 15MB of "real" System 6.x operating system memory, or 24MB of RAM drive.

We stock 256K, 1MB and 4MB SIMMs for the Macintosh Plus, SE, SE/30, II, IIx, IIcx and IIfx, and offer Guaranteed Same Day Shipment. We also stock LaserWriter II NTX SIMMs.

1117 S. Rock Rd., Suite 4,
Wichita, KS 67207
Phone (316) 685-4904
FAX (316) 685-9368



4MB
- High, Medium & Low Profile
16 - 32MB for Mac SE/30,
II, IIx, IIcx, IIfx

1MB
- High & Low Profile
2 - 8MB for Mac Plus,
SE, SE/30, II, IIx,
IIcx, IIfx

256K
- Low Profile
1 - 2MB for
Mac Plus, SE,
SE/30, II, IIx,
IIcx, IIfx

Exhibitor Descriptions

Night Diamonds Software 5833 **B&C**
P.O. Box 1783
Huntington Beach, CA 92647

The spreadsheet compiler, Masquerade, will be demonstrated. SYLK compatible with Microsoft Excel and other spreadsheets, Masquerade converts your templates into royalty-free stand alone applications. This means big savings for your users and increased sales for you because your templates operate without the original spreadsheet program. Now you can protect your investment while easily creating professional quality applications. We invite you to try Masquerade at no risk with our 30 Day Money Back Guarantee.

Niles & Associates, Inc. 133 **MOS**
2000 Hearst St.
Berkeley, CA 94709

If you are a student, scholar or researcher, here are three innovative products that can make your life much easier: 1) EndNote - a reference database and bibliography maker. Automates the laborious tasks of keeping track of references and typing bibliographies. Creates Bibliographies automatically in Microsoft Word, MacWrite, WriteNow and WordPerfect. 2) EndLink - EndNote's link to online databases. 3) Grant Manager - an accounting and ordering system for grant recipients.

Nolo Press, Inc. 2700 **MOS**
950 Parker St.
Berkeley, CA 94710

Nolo Press features FOR THE RECORD, a program to keep track of financial and personal records that you and your family may need both on a daily basis and in an emergency, and WILLMAKER, the Nolo/Legisoft program that enables you to write your own will and update it as needed without having to hire a lawyer. CALIFORNIA INCORPORATED, CALIFORNIA NON-PROFIT CORPORATION software and other Nolo self-help legal materials will be displayed.

NoRad Corp. 114 **MOS**
1549 Eleventh St.
Santa Monica, CA 90401

NoRad Corp. manufactures a line of high-resolution radiation/glare Shields for Macintosh monitors, as well as 500+ PC, DTP and terminal monitors. The NoRad Shield protects computer operators from non-ionizing electromagnetic radiation through the front of computer displays. The NoRad Shield also eliminates static electricity by being electrically grounded, while the light absorbing, black-matte surface stops ambient light from being reflected into the user's eyes, eliminating glare and reflections.

Northern Telecom, Inc. 2431 **MOS**
2100 Lakeside Blvd.
Richardson, TX 75082

Northern Telecom, Inc. will be demonstrating: Meridian LANSTAR, a network transport using an unshielded twisted-pair, star topology, will be running NetWare for Macintosh and AppleTalk Phase Two. Meridian Software Based Telephony (SBT) allows Macintosh users to control voice and data communications features and other applications such as screen-sharing and data base access. Introducing highest capacity Macintosh disk and tape storage subsystem. 1950MB disk with 2500MB backup 'live' network backup; server and workstations.

Novell, Inc. 407 **MOS**
2180 Fortune Dr.
San Jose, CA 95131

Novell is demonstrating its full line of networking products for the Macintosh: NetWare® for Macintosh, linking Macintosh clients with NetWare servers, providing AFP and PAP support and connecting to PC and PS/2 environments; Connectivity products, including Novell's Kinetics FastPath™ 4 and the EtherPort™ line of Macintosh-to-Ethernet interface cards; Desktop connectivity software, including LAN WorkPlace™ for Macintosh, a TCP/IP protocol package for Macintosh users who need simultaneous access to hosts computers and local workgroup services.

Now Software 749 **MOS**
520 S.W. Harrison, Ste. 435
Portland, OR 97201

Now Software (formerly SmethersBarnes) is a leader in providing visual solutions to traditional computing problems. Featured at the show will be: Prototyper 3.0—The major new upgrade to the only combination interface builder, simulator, and code generator for the Macintosh; Screen Locker—The most fun and convenient way to make sure your confidential information stays that way; Now Utilities—A powerful collection that provides everything you need to get the most from your Macintosh.

Nuvotech, Inc. 2343 **MOS**
2015 Bridgeway, Ste. 204
Sausalito, CA 94965

Novotech will demonstrate the capabilities of its complete connectivity solutions in both the AppleTalk® and Ethernet® environments. Products TurboNet ST™, TurboNet™, TurboStar™ and TurboBridge™ provide the utmost in efficient AppleTalk LAN installation and management. Ethernet products NuvoLink SC™ and, the company's newest release, NuvoLink II™, make Ethernet speed an option for existing and future networks. NuvoLink II, is an EtherNet/NuBus™ interface card for the Macintosh II series that provides a NuBus link to Ethernet networks.

nView Corp. 2443 **MOS**
11835 Canon Blvd.
Newport News, VA 23606

The ViewFrame RGB high-resolution, liquid crystal display (LCD) panel connects to the video port of your computer and allows projection of color computer video onto a large viewing screen. Features that make the ViewFrame RGB your best choice include: *16 colors, including black and white for beautiful graphics. *Removable control panel for onboard or remote control of ViewFrame RGB and computer. *Compatibility with most computers. Works with EGA, CGA, VGA, Mac II, Apple, Monochrome, AT&T, Olivetti, Atari, and DEC VT220 and VT340 video.

Exhibitor Descriptions

OCE Graphics
385 Raven Dale Dr.
Mt. View, CA 94039

5350 **B&C**

O.C.E.A.N. Microsystems, Inc.
246 E. Hacienda Ave.
Campbell, CA 95008

322 **MOS**

O.C.E.A.N. will show its new line of magneto-optical removable, rewritable drives for Macintosh computers, including 650 MB 5.25-inch Tidalwave 650, and the first and the fastest 130 MB 3.5-inch Vista 130. All products are ideal for archiving, data organization, exchange and security applications; CAD/CAM/CAE; multimedia, electronic publishing, graphics and image processing.

OCR Systems, Inc. 106 **MOS**
1800 Byberry Rd., Ste. 1405
Huntingdon Valley, PA 19006

ReadRight is an omnifont page recognition software application capable of reading most documents, including text mixed with graphics. When used with a scanner, ReadRight recognizes both text (English and international) and graphics and reproduces this information in your desired file format for use in word processing, desktop publishing and general office applications. An autotrace feature and a built in spell-checker are included in the program. ReadRight is the price performance leader in OCR software solutions.

Odesta 1027 **MOS**
4084 Commercial Ave.
Northbrook, IL 60062

Odesta Corporation is celebrating five years of leadership in delivering Macintosh and Macintosh/VAX information management solutions. GeoQuery Version 2.0, a major update to Odesta's map-based decision support tool for sales and marketing professionals, is premiering. Also featured are recently updated versions of Data Desk, for graphical data analysis and statistics; the Double Helix family of relational database products; and the ODMS family of workflow and document management solutions. Come join the celebration!

Olduvai Corp.
7520 Red Rd., Ste. A
South Miami, FL 33143

5700 **B&C**

Olduvai Corp. will be showing an exciting new color paint program, VIDEO-PAINT, which includes advanced special effects. Also showing an upgrade to READ-IT! O.C.R. that adds improved features to both the "any scanner" and the "Personal" versions, and MULTICLIP 2.0, the latest version of our popular clipboard/scrapbook replacement utility. TACTIC Software will be showing ICON-IT! 2.0, SOUND-CLIPS Volumes 1/2/3, ARTCLIPS 1/2, ARTFONTS 1/2/3, FONTSHARE 2.0, CLAIRVOYANT, an automated typing utility, will be demonstrated.

ON Technology, Inc. 2230 **MOS**
One Cambridge Center
Cambridge, MA 02142

On Location is a Macintosh desk accessory that dramatically reduces the time it takes to find and view files, even on the largest hard disk or a 600 megabyte CD-ROM.

Opcode Systems 2715 **MOS**
3641 Haven Dr., Ste. A
Menlo Park, CA 94025-1010

Oracle Corp. 507 **MOS**
20 Davis Dr.
Belmont, CA 94002

Oracle Corp. is proud to present two premier products, Oracle for Macintosh and Oracle for 4th Dimension. Both products bring the power of Oracle's world-class DBMS and networking technology to the desktop of your Macintosh. Simply put, Oracle has enhanced Apple's Macintosh and integrated it with Oracle's database and networking technology. Oracle for Macintosh gives you the ability to create Macintosh applications that give you direct access to your enterprise-wide information systems just by "pointing and clicking." Oracle for 4th Dimension integrates ACIUS's popular 4th Dimension with the Oracle Database and networking technologies and is designed to be used with Oracle for Macintosh.

Orange Micro, Inc. 607 **MOS**
1400 North Lakeview Ave.
Anaheim, CA 92807

Introducing the MAC286 3.0, a single board MS-DOS coprocessor featuring extended memory and FDHD support. Using a single NuBus slot, the Mac286 3.0 delivers IBM AT performance, enables use of up to 4 MB of RAM and provides control for the Macintosh superdrive. Personal Vision, the live video/frame grabber lets Macintosh users view and manipulate VCR and RGB input in a Macintosh window. Grappler interfaces allow for connectivity to a wide variety of printers.

Orbit Systems 5607 **B&C**
P.O. Box 9895
Bowling Green, KY 42102

Orbit Systems, the modern casegood company, will exhibit a complete line of transportation products for the Macintosh. The TransMac line offers the very best enclosures for airline check-in, point-to-point shipping and trade show applications. The TransBag line protects your investment in a softbag by converting it into a true shipping enclosure. Orbit will also introduce a line of shock mounted, integrated Macintosh enclosures for mobile office, music, industrial and field deployable applications.

Pacer Software, Inc. 1948 **MOS**
1900 West Park Dr., #280
Westborough, MA 01581

Pacer Software will be exhibiting its family of software products (PacerLink, PacerShare, PacerGraph, PacerTOPS, PacerPost, and PacerPrint) that provides tightly coupled Macintosh to VAX/VMS or Unix communication. Macintosh systems can be networked with a VAX or Unix host computer via asynchronous terminal lines, Ethernet, LocalTalk, or a remote modem. Capabilities offered include multi-window terminal emulation (VT100, VT220, VT241), file transfer, file serving, transparent printing, and integrated mail service.

Exhibitor Descriptions

Palo Alto Software 5132 **B&C**
260 Sheridan Ave., Ste. 219
Palo Alto, CA 94306

For Business Planning and Forecasting with Microsoft Excel, Wingz, or other Macintosh spreadsheets, Palo Alto Software has its critically acclaimed business toolkits that combine concrete, practical manuals with complete turnkey spreadsheet models and in some cases additional tools such as the Forecaster tool for graphic educated guessing, and HyperCard stacks. These products get consistently good reviews, and our Business Plan Toolkit was included by *MacUser* on its last "200 Best Products" list. We will be introducing our new Business Budgeting Toolkit, the newest addition to the series, offering complete turnkey spreadsheet-based budgeting including a spreadsheet system for tracking projects and milestones and linking them to financial projections; and spreadsheets for tracking cash budget, fixed vs. variable expenses, and controllable vs. non-controllable expenses. We will also be showing a new version 2.0 of our Sales and Marketing Forecasting Toolkit, which now includes our Forecaster application; and a new Incorporation Toolkit, a HyperCard stack containing all the forms and standard texts you need for starting your own corporation in California.

Palomar Software 2044 **MOS**
2964 Oceanside Blvd., Ste. D
Oceanside, CA 92054

The Macintosh printing experts, Palomar Software, will be demonstrating the latest in advanced Macintosh plotting solutions. PLOTTERgeist is a Chooser-level plotter driver, the first such driver to offer high-quality fonts and background printing for leading presentation and large-format plotters. Palomar has wide experience in Macintosh graphics software and user interface. Palomar's two previous products are Colorizer, the first shipping Color QuickDraw product, and PICT Detective, the standard QuickDraw debugging tool.

Panamax 1316 **MOS**
150 Mitchell Blvd.
San Rafael, CA 94903

Panamax will exhibit a complete line of their line conditioning products which include surge protectors with noise filters, brownout protectors, data and telephone filters, ARCNET LANs protectors and battery backup power systems. Panamax offers a lifetime warranty on their protectors as well as the connected equipment. Panamax will repair or replace any equipment damaged due to a transient surge that was correctly connected to any Max surge protector.

Paracomp, Inc. 535 **MOS**
123 Townsend St., Ste. 310
San Francisco, CA 94107

Paracomp, Inc. will hold ongoing live demonstrations of their best-selling 3D graphics software: Swivel 3D, an award winning drawing and modeling program, and ModelShop, a desktop architecture and design program. Also available for demonstration is DrawTools, a technical illustration tool for MacDrawII and Swivel Image Libraries, a collection of 3D fonts, business, and presentation graphics. Paracomp's products are developed to meet the needs of professionals in the technical publishing, multimedia, architectural, and graphics design fields.

Paragon Concepts, Inc. 1121 **MOS**
990 Highland Dr., Ste. 312
Solana Beach, CA 92075

Paragon Concepts introduces Nisus™ 3.0, the new version of our award-winning software. Adding to original features like unlimited undos, a built-in thesaurus, foreign language dictionaries, PowerSearch (EasyGREP), and PowerSearch+ (GREP), Nisus 3.0 steamlines even difficult writing jobs. It offers considerably enhanced graphics with page layout capabilities, our unique "Place" and "Place New" features, increased Script Manager compatibility, style sheets with paragraph and character styles, a fully-functional mail merge command, and extended keyboard support with 125,531 command key possibilities. In addition, Nisus now reads Microsoft® Word 3 and 4 files and saves in Word

3 format. Paragon will also demonstrate its other products: QUED, QUED/M, MacTAG, MacQwerty, and the new PostScript version of Tech-Fonts.

Passport Designs, Inc. 5205 **B&C**
625 Miramontes
Half Moon Bay, CA 94019

Passport Designs demonstrates their complete line of music software, MIDI interfaces, new multimedia and Music Data products: Master Tracks PRO 4™: Professional sequencing system; Master Tracks Jr.: Personal MIDI Recording Studio; Encore™: Professional composing and notation software; NoteWriter II™: Desktop Music Publishing system; Alchemy™: Sample editing and digital signal processing for Macintosh; Sound Apprentice™: Multimedia Sound and Sample Editing; Sound Exciter™: Turns your Macintosh into an 8 voice synthesizer, featuring MIDI Manager™; Grooves™: Multimedia/songwriting software.

Pastel Development 5817 **B&C**
118 Madison Ave.
New York, NY 10016

Peachpit Press 5145 **B&C**
1085 Keith Ave.
Berkeley, CA 94708

Peachpit Press, a publisher of desktop publishing related books, will be featuring the following titles at MAC-WORLD Expo: 1) "Learning PostScript: A Visual Approach" published January 1990; 2) "Canned Art: Clip Art for the Macintosh" published January 1990; 3) "ScanJet Unlimited" published January 1990; 4) "The Macintosh Font Book" published April 1989; 5) "Inside PostScript" published June 1989; "Looking Good in Print"; 6) "The Make-over book"; 7) "Newsletters from the Desktop"; 8) "The Presentation Design Book".

Exhibitor Descriptions

Perceptics Corp.
725 Pellissippi Pkwy.
Knoxville, TN 37922

218 **MOS**

Perceptics features scientific, quantitative image processing products for the Macintosh II. Our PixelTools family of cards provide unique image capture and processing capabilities. PixelPipe performs video-rate image arithmetic (e.g., for frame averaging), plus it can connect to other cards via our Pixel-Connect buses. MegaGrabber captures images from the high-resolution Videk MegaPlus digital camera. On the higher end, our NuVision image processing subsystem utilizes DSPs and special pipelined hardware to perform many image processing operations at or near video rates.

Personal Computer Peripherals Corp. (PCPC) 1221 **MOS**
4710 Eisenhower Blvd., Bldg. A-4
Tampa, FL 33634

PCPC now offers factory direct pricing with the best values in the industry. With Sony Trinitron systems starting under \$2,500, and MacBottom hard drives now available at direct prices, PCPC quality is now affordable by everyone. On display, and available for sale, will be MacBottom Hard Drives, PCPC 8 bit, 16 bit and 32 bit graphics cards, Trinitron and Ikegami monitors, JetStream 8mm 5 Gigabyte tape drives, DATStream DATA/DAT tape drives, NetStream Version 2.0, a new release of HFS backup, and an unbelievable buy one monitor, get one free offer. Also, as usual, stop by for a few surprises.

Personal Publishing Magazine 2607 **MOS**
191 South Gary Ave.
Carol Stream, IL 60188

Current issues of *Personal Publishing Magazine* will be distributed FREE to attendees. "SHOW SPECIAL" subscription rates and cards will be available at the show. Business and editorial staff members will be present.

Personal Training Systems 944 **MOS**
828 South Bascom, Ste. 100
San Jose, CA 95128

The fastest way to learn software is to have a personal trainer talk you through the program, step by step. We deliver that expert on audio cassette to guide you through Illustrator 88, Free-Hand, PageMaker, Persuasion, File-Maker II, Excel, Word, Works, Hyper-Card and the Macintosh. Each tutorial also contains a disk of lesson files and summary card. We offer beginning through advanced tutorials. Choose just the tutorials you need, and learn at your own pace.

Personal Writer 2702 **MOS**
1900 Ave. of the Stars, #2870
Los Angeles, CA 90067

Personal Writer offers a line of intelligent graphics tablets for PC and Macintosh. Sizes range from 11"x11" to 42"x48". Key features are specially designed inked and inkless pen, infinite number of one-touch macros, mapping, scaling, on-tablet keyboard and mouse area. PW10SL is designed for graphics, desktop publishing and presentation. PC version comes standard with drivers for DOS, GEM, Windows and CAD. Macintosh version is compatible with 99%+ software. PW15SL adds handwriting recognition on the Macintosh. Standard digitizers also available.

Rendezvous™

A UNIFIED ELECTRONIC APPOINTMENT DIARY

VERSION 2.5

The Rendezvous™ electronic appointment diary keeps you in control, working smart, prioritized, organized and on time.

And in case you ever forget, Rendezvous™ remembers.

Complete package \$200

PMC Telesystems Inc.
(604) 255-9949
P. O. Box 5127
Vancouver, B.C. V6B 4A9

SEE US AT MOSCONE CENTER BOOTH #541

Exhibitor Descriptions

Peter Norton Computing

5918 **B&C**

100 Wilshire Blvd., 9th Flr.
Santa Monica, CA 90401

The Norton Macintosh Utilities brings the power of the best selling Norton Utilities to the Macintosh. The Norton Macintosh Utilities automatically fixes more disk and data problems than any other program of its kind and adds key user DA's to make a product that can be used everyday. Key utilities include the famed Norton Disk Doctor, which automatically diagnoses AND repairs most disk problems, 3 levels of Unerase, a disk optimization program, and 3 very useful DA's.

Petroglyph, Inc.

5907 **B&C**

123 Townsend, Ste. 345
San Francisco, CA 94107

Editorial Advisor is a comprehensive on-line reference for writers and editors that covers punctuation, grammar, capitalization, usage, indexing, treatment of numbers, citations, and more. Through an interface that is part hypertext, part expert system, users can locate specific information with a few mouseclicks. Editors can customize the contents to meet their own needs. *Editorial Advisor* is a new kind of reference that goes beyond the limitations of printed material.

Photonics Corp.

5510 **B&C**

200 East Hacienda Ave.
Campbell, CA 95008

Light is better than wire!! Photonics Corp. will demonstrate PHOTOLINK™, the wireless connectivity solution for Macintosh networks. Installable and relocatable in minutes, PHOTOLINK uses infrared light as a direct substitute for cabling as the media for data transmission in open-office workgroups. The AppleTalk®/LocalTalk™ version of PHOTOLINK operates at the full speed of the interface, 230 Kbits/second, with error correction and may be installed as a "cableless" system or mixed with existing cabling systems.

Pinnacle Micro, Inc.

2225 **MOS**

15265 Alton Pkwy.
Irvine, CA 92718

Pinnacle Micro is the world's leader in removable erasable optical storage systems. The company will be showing its all new line of 1990's storage systems. (1) The REO-650 single drive optical. (2) The REO-1300 dual drive optical. (3) The "new" REO-6500 desktop juke with a capacity of over 6.0 gbytes. (4) The "new" DAT-1300 digital audio tape backup system. All systems are available for both Mac OS and A/UX. Pinnacle's products are also available for IBM, SUN, HP & DEC computers.

PLI

2117 **MOS**

(Peripheral Land, Inc.)
47421 Bayside Pkwy.
Fremont, CA 94538

PLI is a supplier of storage subsystems and utility software. PLI's award winning Infinity 40 Turbo is a 45MB removable hard disk that may be used with either a Macintosh or IBM PC, and comes with DOS Transfer software that allows the Macintosh to read MS-DOS files. PLI is exhibiting the Turbo Floppy, a 1.4MB HFD that also reads MS-DOS files, and the new Infinity 600MB Optical drive.

Please see our advertisement on inside back cover.

PMC Telesystems, Inc.

541 **MOS**

P.O. Box 5127
Vancouver, BC
Canada V6B 4A9

Rendezvous offers in "electronic format" all the features found in the most widely used manual system. With many unique features such as: Automatic Reminder, Forward and Backward Search capability and the Automatic Tasks Forwarding. Rendezvous is easy to use and sophisticatedly surpasses all manual systems in the market. Calendars and Diary Pages can be printed in a variety of formats. For easy reference, each package comes with an executive binder with 12-month dividers for filing your printouts.

Please see our advertisement on page 97.

Portfolio Systems, Inc.

138 **MOS**

158 Flushing Ave.
Brooklyn, NY 11205

Check out Dynodex! Software that prints elegant, double-sided address pages for your personal binder. Compatible with Filofax®, Day Runner®, Franklin®, and many others. It's the fast, elegant, and printable address database for business users. A complete system that provides dialing, auto save, sort, select, categories, lists, and more. Imports any text file for transferring addresses from other applications. Includes 100 sheets of pre-perfed and punched Instant Addressbook Paper™, also sold separately. Order direct. Dealer inquiries welcome.

Power Up Software Corp.

47 **MOS**

2929 Campus Dr.
San Mateo, CA 94403

Power Up Software Corp. will demonstrate a range of productivity software, including Address Book Plus, the easy way to manage names, addresses, phone numbers, and other vital information. The Power Up booth will also feature Fast Forms, which creates, fills, and prints professional business forms for under \$150; Calendar Creator, which produces custom calendars for any purpose; new Letter Writer Plus, a handy letter- and memo-writing Desk Accessory; and HyperTutor, an interactive HyperTalk tutorial program.

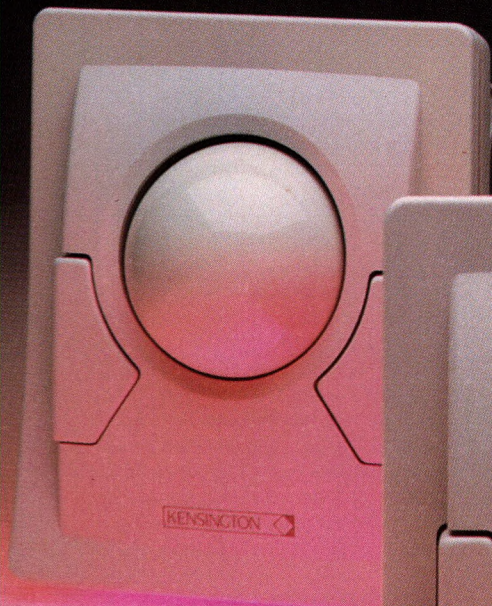
Practical Solutions, Inc.

5934 **B&C**

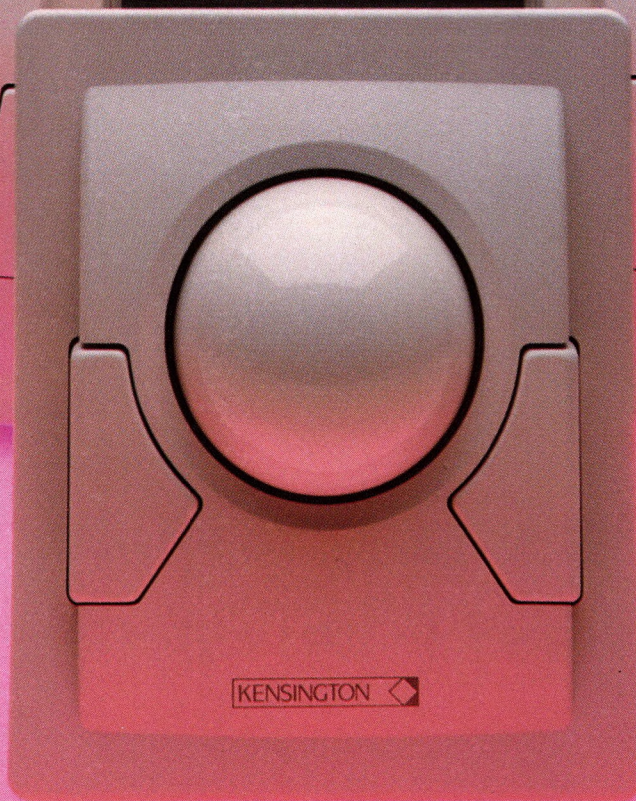
1135 N. Jones Blvd.
Tucson, AZ 85716

Practical Solutions is exhibiting their new line of peripherals including Strip Switch and The Cordless Mouse. Strip Switch controls the power to any SE and its peripherals using the Power On key found on all ADB keyboards. Mac II users can now control all their peripherals with a touch of the same Power On key. The Cordless Mouse is a high-resolution opto-mechanical mouse featuring a high-tech infrared design. A remote trackball and keyboard are also shown.

Please see our advertisement on page 103.



**1987 Macworld
World Class Award**



**1989 Macworld
World Class Award**



**1988 Macworld
World Class Award**

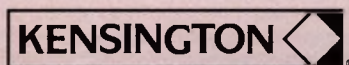
Turbo Mouse. Wins again and again and again.

That's right. For the third year running, the readers of Macworld magazine have voted the Kensington Turbo Mouse® "Best Input Device" for Macintosh® computers.

Who were the contenders? Every other trackball and mouse on the market. (Not to mention joysticks, keyboards and graphics tablets.) The winning secret? Simple.

Turbo Mouse is quicker, quieter, and easier to use. It delivers the winning combination of speed, precision, two buttons with extra features, and a comfortable, space-saving design—all for just \$169.95.

For a free brochure, or a dealer near you, call (800) 535-4242. Outside the U.S. or in New York, call (212) 475-5200.



**See us at Macworld
Booth 313**

Turbo Mouse, Kensington, and the Kensington logo are registered trademarks of Kensington Microware Ltd. ©1989 Kensington Microware Ltd.

Exhibitor Descriptions

Precision Line, Inc. 5924 **B&C**
14505 21st Ave. N., Ste. 206
Plymouth, MN 55447

Cloth covered neoprene Mouse Ease Mouse Pads in a variety of colors and 3 sizes. Polymer coated Fast Pads to run your mouse with less drag. View Pads with a clear Polymer lift-up cover to display software notes or messages. Picture Pad, Print Pad, and Calendar Pad feature a color photo, fabric, etc., laminated underneath clear Polymer surface. A genuine Leather Pad for executive mousers. Disk Books and Wallets for disk storage on the go!

Pre-Owned Electronics, Inc. 822 **MOS**
30 Clematis Ave.
Waltham, MA 02154

Pre-Owned Electronics, Inc. is an independent supplier of new and reconditioned genuine Apple and Macintosh parts and systems, which are marketed through catalogs and direct mail. A large inventory of parts is maintained for both sale and exchange repair. Pre-Owned Electronics is a large buyer of new/used Apple and Macintosh equipment. Orders are shipped the next day and exchange repairs have 24 hour turn-around. A 90 Day Limited Warranty is standard. Dealer inquiries welcome.

Prescience Corp. 1949 **MOS**
814 Castro St.
San Francisco, CA 94114

Prescience Corp. (formerly Allan Bonadio Associates) develops intuitive tools for mathematics. Expressionist is the leading equation editor for desktop publishing. Theorist is the first interactive symbolic algebra program with a true Macintosh user interface, and allows direct manipulation of equations and graphs with only 1 MB of RAM. You can find numerical, symbolic, and graphical results to algebraically defined problems in an easy, natural manner. Integration, differentiation, trigonometry, matrix algebra, hyperbolic functions, and much more!

Presentation Electronics Inc. 5336 **B&C**
4320 Anthony Court #8
Rocklin, CA 95677

Here's the easy way to CLICK with your audience! SilentPartner, the easy to use handheld Macintosh remote control, gives you complete keyboard and mouse control. Just \$399.00, SilentPartner supports all popular presentation software and HyperCard, making even complicated commands as easy as the click of a button. Simply plug SilentPartner into the ADB port and you're ready to gesture, make eye contact, and move about the room in full control of your presentation. Order today!

Presentation Technologies 2243 **MOS**
743 N. Pastoria Ave.
Sunnyvale, CA 94086

Presentation Technologies will feature the Montage™ FR1 Film Recorder and the TC1™ - Color Transparency Camera, the ultimate desktop presentation system for 35mm slides and Instant Full-Color Overheads. See our live demo's with: Freedom of Press- (Postscript), Networking and the Window's Driver. The Montage FR1 features unparalleled presentation quality, ease-of-use, full control, 4000 line resolution, graphics flexibility and far lower presentation costs. The Montage FR1 works with- Macintosh and IBM PC/PS2 and Compatibles.

Printware, Inc. 5438 **B&C**
1385 Mendota Hts. Rd.
St. Paul, MN 55120

Printware will demonstrate its high-end 1200x600 dpi plain paper system, the 720IQ "Professional" Laser Imager. Compatible with Macs, PCs and Unix hosts. Also on display will be the 1440 Platesetter, a 1200 dpi Direct-to-Plate imager which combines typesetting, keylining, camera, stripping and platemaking functions into one efficient, compact system. The 1440 creates 1st generation plates at 40"/minute, 90 picas wide and up to 27" long.

Prism Technologies, Inc. 64 **MOS**
151 Applegrove St.
Sudbury, Ontario
Canada P3C 1N2

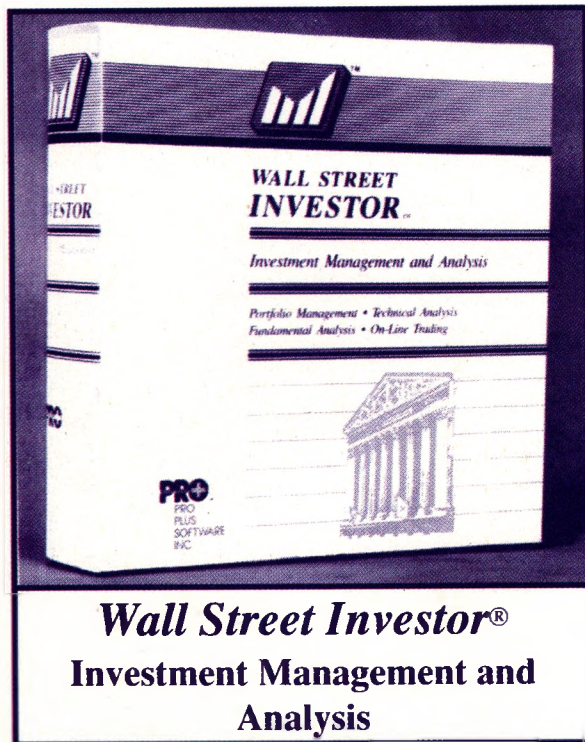
Prism Technologies, Inc. will feature HyperSource Micro™, a standalone interactive training forum for the Macintosh computer. It utilizes the SuperCard engine and is segmented into three distinct forums: Interactive Training of Aldus PageMaker™, Focus on Desktop Presentation Software and Macintosh Product Showcase. Other module series will include Word 4.0 and Excel 2.2. Future quarterly modules will feature such topics as Mac to Dos connectivity and Filemaker II. Enter the realm of desktop learning!!!

Pro Plus Software, Inc. 217 **MOS**
2150 East Brown Rd.
Mesa, AZ 85213

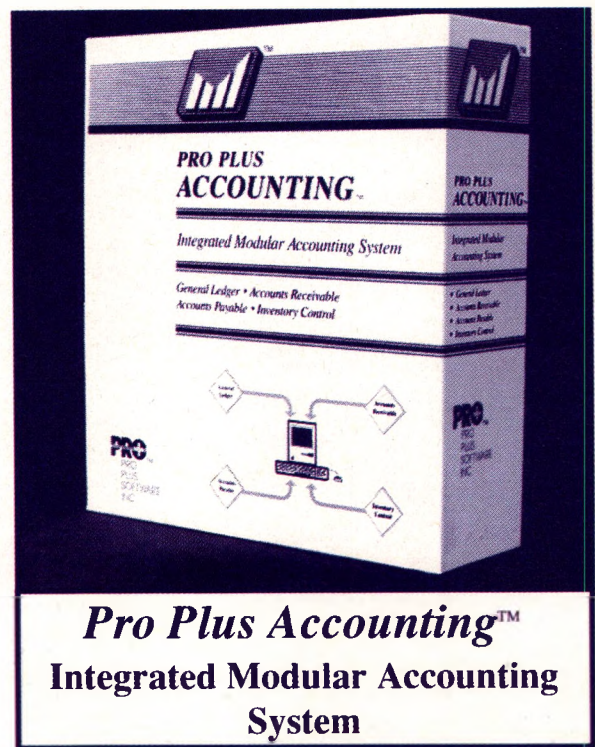
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Exhibitor Descriptions

Procom Technology, Inc. 5248 **B&C**

200 McCormick Ave.
Costa Mesa, CA 92626

Procom Technology will be displaying its full line of high performance SCSI storage peripheral products whose features include bad block reallocation, external SCSI ID dials and on/off termination switches. Specifically, internal and external hard drives, removable hard drives, 650 Mbyte erasable optical drives, CD-ROM drives, tape drives and a 1.3 Gbyte D.A.T. drives will be shown. The company will also be introducing its latest SCSI peripherals and displaying its SCSI Enabler Series of host adapters.

Prodigy Services Company 5848 **B&C**

445 Hamilton Ave.
White Plains, NY 10601

Prodigy Services Company will display its interactive personal service now available for families with Macintosh Plus, SE, SE/30, II, IIX and IICX computers. The Prodigy service connects you via a phone line and modem, to a whole new world of value. Members can view a broad range of information, including news, weather, education and entertainment; send mail electronically; make travel arrangements, check stock quotes and shop from a wide range of merchants. Plus, the Prodigy service will allow you to buy and sell stocks through our on line discount broker, do home banking, seek personal advice from a lengthy list of experts and even have groceries delivered to your home in select cities.

Prometheus Products, Inc. 1120 **MOS**

7225 S.W. Bonita Rd.
Tigard, OR 97223

Prometheus will be demonstrating their new line of Data/Fax modems. The Promodem Data/Fax series for the Macintosh includes the 2400mFax, an external unit, and the Travelmodem, an internal unit for the Mac Portable. Both products will be demonstrated with fax software and MacKnowledge communications software, which are bundled with each product. Prometheus will also be demonstrating enhanced Data/Fax features which include receiving faxes.

ProVUE Development Corp. 220 **MOS**

15180 Transistor Ln.
Huntington Beach, CA 92649

Can import, sort, select, categorize or calculate thousands of records in seconds, and can automatically create an outline. PANORAMA handles direct mail chores from start to finish, including organizing and maintaining accurate mailing lists, creating and printing customized form letters and mailing labels and even calculating postage. The FlashArt gallery revolutionizes the way the database handles pictures. PANORAMA features like Clairvoyance, value bars and smart defaults dramatically improve data entry speed and accuracy, while built in charts eliminate the hassle of transferring data to a separate charting program. Combines the speed and simplicity of a spreadsheet with powerful forms capabilities. You can open multiple windows for a single database (spreadsheet, forms and charts) or you can access several databases at once (or both). Look up information in one database and automatically transfer it to another. Drawing tools allow you to create and modify complex forms and reports. Lets you create as many forms and reports as you need. You can import graphics from almost any Macintosh application.

Publish Magazine 1411 **MOS**

501 Second St.
San Francisco, CA 94107

Publish is the leading magazine on electronic design, computer presentations and multi-media for graphic communicators. Readers learn about the latest in products for the Macintosh. Coverage includes hands-on application articles, design how-tos, tips for effectively using type and graphics, and candid product reviews. With a paid circulation of over 100,000 and a readership in excess of 250,000, *Publish* has the largest circulation in its field.

Please see our advertisement on inside front cover.

QMS, Inc. 2419 **MOS**

One Magnum Pass
Mobile, AL 36618

QMS PostScript-language printers, with AppleTalk interfaces standard, provide a range of 300 dpi color and monochrome print solutions for Macintosh environments. Serial and parallel interfaces are also standard, and SCSI interfaces allow for additional external hard disks. Paper handling features support up to 11" x 17" output, including transparencies. Print speeds of up to 22 pages per minute are available for monochrome output, with speeds of one page per minute for full-color hardcopy.

Quark, Inc. 2037 **MOS**

300 S. Jackson, Ste. 100
Denver, CO 80209

QuarkXPress is fast, powerful page design software with commercial quality typography, professional color support, and integrated word processing for the Macintosh. QuarkStyle is entry-level desktop publishing software designed with the novice user in mind. It combines powerful word processing with many of the simple professional publishing tools contained in QuarkXPress.

Exhibitor Descriptions

Quintus Computer Systems, Inc. 5722 **B&C**
1310 Villa St.
Mountain View, CA 94041

Quintus MacPROLOG, the Apple Macintosh offering of Quintus, combines the power of PROLOG programming language with the user-friendly interface and graphics of the Apple Macintosh. Integrating PROLOG with Macintosh mice, menus and icons, Quintus offers this sophisticated complement to a growing list of software productivity tools which provide increased programmer productivity for decision making and knowledge-based applications. MacPROLOG flex extends the strengths of MacPROLOG through additional capabilities such as forward-chaining and object-oriented features.

Qume Corp. 5102 **B&C**
500 Yosemite Dr.
Milpitas, CA 95035

Qume Corp., a market leader in Post-Script language-compatible printers, will be demonstrating its CrystalPrint page printer family as well as its new line of Macintosh-compatible monitors. On display will be the new CrystalPrint Publisher II, an enhanced version of the original CrystalPrint Publisher providing additional features such as expandable memory and multiple printer emulations; the CrystalPrint Publisher; and the QM 800 Series color and gray scale monitors.

Racet Computes, Ltd. 53 **MOS**
3150 East Birch St.
Brea, CA 92621

Racet Computes, Ltd will be displaying its full line of mass storage systems for the Macintosh. Racet's products carry a one year warranty and are compatible with MAC O/S, Appleshare, Tops and IBM PC compatible environments. For small network and single user storage needs Racet has the latest in stand alone storage devices. The Stand Alone Series of SCSI winchester drives range from 152MB to 600MB with data transfer rates of 9-15 megabits per second. If you need a mid-range storage solution with flexibility the Administrator Series is the storage solution for you. It offers the choice

between single and dual ESDI 152MB, 338MB and 676MB drives with disk mirroring and duplexing. This same series allows for a backup system from 150MB streamers, 600MB erasable optical or 2.3GB helical scan cartridges to be included with an ESDI hard drive best matching your storage needs. Racet's GigaSTOR™ series offers maximum storage. These range from: ESDI 338MB x 3, SCSI 600MB x 2 and 3, and ESDI 676MB x 4, 6 and 8 drives capacities all in one enclosure.

Radius, Inc. 1427 **MOS**
1710 Fortune Dr.
San Jose, CA 95131

Radius, Inc. provides workstation graphics performance for personal computer users. At MACWORLD Expo in San Francisco, Radius will feature solutions for graphics designers, publishers, engineers and business users that include the Radius PrecisionColor Calibrator, QuickCAD Graphics Engine, QuickColor Graphics Accelerator, 8 and 24-bit Color Display System, Gray Scale Display System, Two Page Display and Full Page Display. Radius also manufactures products for the Macintosh Plus, Macintosh SE and PC compatibles.

FREEDOM \ˈfrēd-əm\ n

1: the ability or capacity to act without undue hindrance or restraint **2**: the quality or state of running or operating smoothly and without impediment

The Cordless Mouse™

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- Exceptionally smooth action
- Single microswitch button
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(602) 322-6100
fax (602) 322-9271

1135 N. Jones Blvd., Tucson, AZ 85716



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Exhibitor Descriptions

RagTime USA 5322 **B&C**
400 Walnut St., Ste. 501
Redwood City, CA 94063

RagTime 3, the best selling European software, is an integrated productivity solution for powerful documents. RagTime combines full function word processing, spreadsheet, business graphics, desktop publishing, direct image scanning and 32 bit color for those who produce business reports, forms, newsletters, and other documents. RagTime 3 lets users create and manipulate spreadsheets and exceptional business graphics directly in word processing documents. The desktop publishing function is so intuitive that no specialized training classes are required.

Rainbow Technologies 5240 **B&C**
18011-A Mitchell South
Irvine, CA 92714

Rainbow Technologies will be displaying their line of software protection devices. Being highlighted at MACWORLD Expo '90 is the EVE, a hardware key utilized by Macintosh software developers to prevent the unauthorized duplication and distribution of software. The EVE connects to any ADB port and will not interfere with devices attached to the port.

RasterOps Corp. 2107 **MOS**
2500 Walsh Avenue
Santa Clara, CA 95051

RasterOps is the leading manufacturer of color video technology for the new generation of high performance workstations currently supporting: Macintosh®, Sun®, and IBM®. Our product family includes the ColorBoard 264, 232, 224, 364, 208, 708, and 724, which are state of the art True Color display boards fully supporting Apple's 32-bit Quick Draw. The low priced ColorBoard 264 puts True Color capabilities in every user's reach. Our latest ColorBoards are the 364, which features PIP and frame grabbing capabilities; the 208 which is an 8-bit display board that is upgradable to 24-bits; and the 700 series which offers flicker free video display systems.

Please see our advertisement on page 27.

Reactor 5328 **B&C**
20350 Stevens Creek Blvd. #303
Cupertino, CA 95014

The 1990 debut of an all-star, innovative, CD-ROM entertainment publishing company. Exclusively at this show will be the unveiling of their highly secret introductory CD-ROM title. Chock full of stimulating art and animation, it is an absolutely state-of-the-art interactive simulation of extended proportions, elegance, and rare beauty.

Reference Software International 5746 **B&C**
330 Townsend St., Ste. 123
San Francisco, CA 94107

New Grammatik Mac is a full-featured grammar and style checker than can help anyone improve their writing. Grammatik finds thousands of common writing errors by parsing a sentence and comparing each word against a complete collection of writing rules. When Grammatik finds errors, it lets the user fix them immediately. Grammatik's sophisticated Help System provides detailed information on any grammar or style questions the user may have, and is easily accessible.

Relax Technology, Inc. 1823 **MOS**
3101 Whipple Rd.
Union City, CA 94587

Relax will be exhibiting its entire line of mass storage, tape back-up and high resolution video products for the Macintosh market. New product releases will include the new Relax Desktop Tower featuring an erasable 600 meg. optical drive and the new Relax Sierra Portable hard disk drive. Other offerings will include a DAT back-up system, removable cartridge drives, internal and external drives, Trinitron color and monograph video packages as well as Relax's Power Control Centers and battery back-up systems.

RightSoft 5147 **B&C**
4545 Samuel St.
Sarasota, FL 34233

Rodime Systems 2315 **MOS**
901 Broken Sound Pkwy.
Boca Raton, FL 33487

Rodime Systems is demonstrating an internal and external series of 3.5" cobra hard disk drives for the Macintosh in capacities of 45MB, 70MB, 100MB and 210MB with access times of 18ms, up to 48K of look ahead caching and a disk transfer rate ranging up to 12 megabits/second. Also on display are the RX Series of Internal Hard Drives and the PLUS Series of External Hard Drives in capacities of 20MB, 40MB, 60MB, 100MB and 140MB with average access times as low as 28ms.

Roland Digital Group 5928 **B&C**
5300 S. Eastern Ave., Ste. 110
Los Angeles, CA 90040

Roland Digital Group will be displaying its complete vinyl sign cutting system for Macintosh computers. The Roland system consists of EPSI software and the CAMM-1 Desktop Sign Maker. With EPSI, files created in Illustrator, Free-Hand, Streamline, or Typestyle can be outlined and sent to a plotter. The CAMM-1 is a plotter with a knife blade designed to cut adhesive vinyl and other film materials. The CAMM-1/EPSI combination lets Macintosh users produce dazzling signs, graphics, and logos for all types of signmaking applications.

Salient 5238 **B&C**
3101 Avalon Court
Palo Alto, CA 94306

Salient was formed in November 1989 to develop the fastest and easiest to use software in the industry. Partner, our first product, is the effortless way to combine text and graphics on the Macintosh. Partner manages communication between graphics applications and word processing or page layout programs. DiskDoublor, our second product, is the fastest and simplest way to double or triple the storage capacity of disks. DiskDoublor compresses files while maintaining file and folder structure.

Exhibitor Descriptions

Sampo Corp. of America 5502 **B&C**
5550 Peachtree Industrial Blvd.
Norcross, GA 30071

SAMPO America will debut their new line of Macintosh computer displays. Hi-res WYSIWYG 72DPI at 1024x768 are premiered on both 20" color and monochrome displays. The monochrome OfficePRO series are available in both black and white and 256 grey-scale models and are exclusively supported by the Nutmeg 20 controller's from Nutmeg Systems. The 20" color AlphaScan LS supports resolutions of 640x480 up to 1280x1024 with its unique autosyncing circuit. Also shown will be a 14" autosyncing color monitor, compatible with the MAC standard 640x480 resolution with 8 bit, 24 bit, or 32 bit controllers from Apple, SuperMac, Rasterops, Radius, and Nutmeg Systems.

Sanctuary Woods, Inc. 5911 **B&C**
340 March Rd., Ste. 501
Kanata, Ontario
Canada K2K 2E4

Sanctuary Woods offers corporate and government clients outstanding Interactive MultiMedia Models for product presentations, computer-based training and on-line technical documentation. Working with HyperCard, SuperCard, Director, and many other applications, Sanctuary Woods has developed cost-effective expertise in all aspects of multimedia including 3-D animation and video. International clients include Bell-Northern Research, the National Research Council, and the Government of Canada. Entrepreneurial opportunities are available for new Sanctuary Woods Studios.

SAS Institute, Inc. 5814 **B&C**
SAS Circle
Cary, NC 27512-8000

SAS Institute will exhibit JMP™ software, a statistical visualization and exploratory program designed just for the Macintosh. More than just a powerful statistical system, JMP presents statistics in a graphical way so they can be visually understood and give the most insight. The software has a simple, yet powerful spreadsheet component for managing data. JMP uses a unified approach to statistics, so it is complete yet compact, well-organized rather than an alphabet soup of methods. JMP is a trademark of SAS Institute Inc., Cary, NC, USA.

Satori Software 1811 **MOS**
2815 2nd Ave., Ste. 560
Seattle, WA 98121

Creator of Macintosh business applications, Satori Software now presents Components Accounting System. Components is a modular, high-end, object-oriented "accounting construction set," which allows any users to actually define their own accounting system. Components is unlike any other Macintosh accounting package and takes complete and full advantage of the Macintosh interface. Satori will be demonstrating the Components series, as well as their other titles, including BulkMailer, Legal Billing II and Project Billing.

Sayett Technology 5915 **B&C**
100 Kings Hwy. #180
Rochester, NY 14617

The Sayett Dataslow 480 Projection Pad is compatible with the Macintosh II family, Macintosh SE, SE/30, Plus, Apple IIGS and 100% IBM compatible computers. The Sayett HR/MP Projection Pad is compatible with the Apple Macintosh Portable, Macintosh SE, SE/30 and Plus Computers. The Sayett Smart Remote is a programmable infrared remote control compatible with Macintosh and 100% IBM compatible computers. The Smart Remote emulates the Macintosh Mouse (point, click, drag).

SBT Corp. 5522 **B&C**
One Harbor Dr., Ste. 300
Sausalito, CA 94965

See the most widely used accounting software - SBT's Database Accounting Library. Powerful & Complete, these single/multi-user programs can stand alone or integrate together, and are available with source code for unlimited customization. SBT highlights Mac/ Series Six Plus, its new powerful series of accounting software written in Fox-BASE+/Mac. Find out about the more than 300 vertical applications based on SBT software, and nationwide training seminars that will help you expand your business.

Schlumberger CAD/CAM 2249 **MOS**
4251 Plymouth Rd.
Ann Arbor, MI 48106

New! MacBRAVO!™ Version 2.0 CAD Software. MacBRAVO! Version 2.0 includes DETAILER™ for 2D mechanical detail drafting and MODELER™ for creating prototypes of mechanical parts and assemblies on the Macintosh®. Workstation class functions such as shading, automated hidden line removal, Geometric Dimensioning and Tolerancing (GD&T), automatic feature control block creation, parametric programming, dimensioning precision to six decimal places, expanded data exchange capabilities plus many more convenience and productivity features are included. Demos in Booth 2249, Schlumberger CAD/CAM Division.

SCITOR Corp. 849 **MOS**
256 Gibraltar Dr.
Sunnyvale, CA 94089

SCITOR Corp., the project management software industry leader, announces Project Scheduler 4 the first professional-level project manager for the Macintosh computer specifically designed to meet the needs of Corporate managers. Project Scheduler 4 provides all the tools you need to plan, organize, and monitor complex projects with maximum speed, convenience, and efficiency. Powerful scheduling features support categorization and summarization of your project data at multiple reporting levels, interactive and automatic resource leveling, and multi-project scheduling.

Exhibitor Descriptions

Second Wave, Inc. 1821 **MOS**
9430 Research Blvd.,
Echelon II, Ste. 260
Austin, TX 78759-6541

Second Wave manufactures external expansion chassis which provide additional option card slot capability to Macintosh computers — the Macintosh Plus, SE, SE/30, II, IIcx, IIfx, II, IIx, and Portable. Each ExpanSE™ chassis includes an interface card, cable assembly, and the chassis itself with a power supply, fan, and 2, 4, or 8-slot capability. The Plus and SE chassis hold four SE option cards. The SE/30 chassis convert the Macintosh SE/30 to use Macintosh II NuBus option cards. The chassis for the Macintosh II family contain 4 or 8 NuBus slots. The chassis range in price from \$795 to \$2295.

Seiko Instruments USA, Inc. 5116 **B&C**
1130 Ringwood Ct.
San Jose, CA 95131

The Seiko QD500 Series is a family of Letter/A-size and Tabloid/B-size color printers for the Apple Macintosh. Featuring a Chooser selectable QuickDraw driver with 35 LaserWriter equivalent outline fonts, these printers provide LaserWriter quality color output at 300 DPI. Single user and network print server configurations are available at prices ranging from \$6,995 to \$13,495.

Serius Corp. 5448 **B&C**
1981 East 4800 South
Salt Lake City, UT 84117

Serius introduces three powerful, new programming tools: Programmer- An object-oriented, icon-based system enabling low-end users to develop custom applications without programming languages; Developer- An enhanced superset of Programmer, allowing developers to create new objects and functions; Author- A text-based version of Developer. Uses simple English syntax, without obscure commands. Author applications may be written in any word processor. Author converts text files into Programmer and Developer worksheets, and vice versa. Allows developers to create new objects and functions.

Please see our advertisement on pages 28 & 29.

Shana Corp. 1920 **MOS**
105, 9650 - 20 Ave.
Edmonton, Alberta
Canada T6N 1G1

Informed is two separate applications: Informed Designer/Informed Manager. Informed Designer is used to create professional looking forms. With specialized drawing tools and import capabilities creating forms has never been easier or the results more professional. Informed Manager uses formatting, error checking, choice lists, look ups and help messages to fill in any forms created with the Designer. As Informed Manager is a database you can also search, sort or select any form at anytime.

Sharp Electronics Corp. 229 **MOS**
Sharp Plaza
P.O. Box D
Mahwah, NJ 07430

Shiva Corp. 140 **MOS**
155 Second St.
Cambridge, MA 02141

Shiva Corp., manufacturer of AppleTalk networking products, introduces its first TCP/IP offering for the Shiva EtherGate support for NCSA Telnet. With the EtherGate, LocalTalk Macs running Telnet software can access VAX, UNIX, and other computers running TCP/IP over Ethernet. Also on display is Shiva's NetModem V.32 the only shareable 9600 bps modem for Mac and PC networks. In addition to AppleTalk support, the NetModem V.32 includes Shiva's popular Dial-In Network Access and remote network-to-network bridging.

Siclone Sales & Engineering Corp. 1607 **MOS**
1515 Centre Pointe Dr.
Milpitas, CA 95035

Siclone is featuring its Si3050 and Si3033 Accelerators for the Macintosh II, IIx and IIcx, and RAM-TO-GO memory expansion boards for the Macintosh Portable. The Si3050 and Si3033 Accelerators double and quadruple the speed of most applications. The accelerators feature a 64K cache, and do not require a NuBus slot. RAM-TO-GO memory expansion boards provide an additional 2, 3 or 4 megabytes of user-installable memory for the Apple Portable through the RAM expansion slot.

Please see our advertisement on page 59.

Silicon Beach Software 907 **MOS**
9770 Carroll Center Rd., Ste. J
San Diego, CA 92126

Silicon Beach Software, makers of graphics, multimedia and desktop publishing software, present the MAC-WORLD premiere of Personal Press™, a new easy-to-use page layout/word processing program. Also, check out powerful new capabilities of Digital Darkroom™ image processing software. Don't miss the SuperCard™ Showcase, a multimedia festival of professional SuperCard projects representing a variety of colorful, real-world solutions. (New SuperCard features, too!) Also showing: SuperPaint, our best-selling Paint/Draw program, and Super 3D™ three-dimensional modeling and animation package.

Smack-a-Mac! 134 **MOS**
1706 Linbrook Dr.
San Diego, CA 92111

Smack-A-Mac! is the adorable stuffed computer that's the talk of Macdom! Relieve computer stress by taking it out on your Smack-a-Mac! Comes with a hilarious Users Guide. And top your Mac with a smiling Happy Mac! Computer cover. They're washable and feature a laugh-filled keyboard cover. We offer the latest in fashion color T-shirts, including "I love my Mac!", and our color poster on the ultimate Mac/IBM showdown: "Go ahead . . . Mac my day!"

Exhibitor Descriptions

Softdisk Publishing 5140 **B&C**
606 Common St.
Shreveport, LA 71101

Softdisk Publishing, Inc. introduces Diskworld and DTPublisher. Diskworld is a monthly collection of software on disk, and regularly offers productivity applications, utilities, educational programs, games, fonts, and clip art. DTPublisher is published quarterly, and is a collection of desktop publishing resources such as PostScript fonts, EPS graphics, PageMaker templates, and desktop publishing utilities. Diskworld is available for \$9.95 an issue or \$69.95 per year; DTPublisher is \$29.95 per issue.

Softsel Computer Products, Inc. 5001 **B&C**
200 Continental Blvd.
El Segundo, CA 90245-0984

Softsel Computer Products, Inc. is one of the largest worldwide computer products distributors, serving more than 19,000 resellers worldwide from 12 distribution centers and 19 sales offices located throughout the U.S., Canada, Europe and Australia. It supplies approximately 3,500 hardware and software products from more than 275 vendors for systems such as Apple/Macintosh, AST, Compaq, Everex and IBM. Softsel stock is publicly traded on the NASDAQ National Market System under the symbol SOFS.

Softsync, Inc. 1547 **MOS**
162 Madison Ave.
New York, NY 10016

Accountant, Inc. Professional is an integrated small business accounting system with General Ledger, Accounts Receivable and Payable Ledgers, Payroll, Inventory and Project Management. The program works with service businesses, professionals, manufacturers and retailers and is designed to provide complete business and financial management. A streamlined entry system includes invoices, purchase orders, receipts and payments that post to journals automatically. Use preprinted forms or let the computer print them for you. Includes 100 up-to-date reports, statements, password protection, export, help screens and tutorial stacks.

Software Innovations, Inc. 5942 **B&C**
544 Gillespie Dr.
Allen, TX 75002

Software Innovations freed Macintosh users of the Finder's annoying "Application Not found" message with the introduction of HandOff at the last MACWORLD Expo. This time, we introduce a major upgrade that greatly expands your convenience in file launching. HandOff allows you to open any document from the Finder . . . and now gives you a convenient pop-up menu for launching applications and documents while automatically setting your Mac's color depth and volume to suit the application . . . and you.

Software Security, Inc. 5740 **B&C**
1011 High Ridge Rd.
Stamford, CT 06905

Software Security, Inc. manufactures the Mactivator, a programmable hardware key that prevents software piracy. This patented unit, transparent to the end user, plugs into the Apple SCSI port of a Macintosh. A utility detects the presence or absence of the Mactivator. If it is not present, the application will not run. All popular Macintosh development environments are supported.

Please see our advertisement on page 109.

Solutions, Inc. 727 **MOS**
30 Commerce St., P.O. Box 783
Williston, VT 05495

Solutions, Incorporated is a software development and marketing company with a twenty year tradition of providing high quality, practical products. Solutions specializes in graphic and communications programs for the Mac. We will be demonstrating three graphic utilities that are used in desktop publishing which include: SuperGlue II™, The Curator™, and SmartScrap & The Clipper II™. The communications product line includes; BackFAX™, Mail Station Glue™ and FAXGATE™. FAXGATE is a gateway product for Microsoft Mail™ and QuickMail™.

Somak Software 1842 **MOS**
535 Encinitas Blvd. #113
Encinitas, CA 92024

Come by the Somak booth and see a demonstration of Unity, the integrated application of the 90's! Unity combines powerful word processing, spreadsheet, database, graphics and page layout functions with Somak's sophisticated UniLink™ technology that automatically updates related words and figures! We'll also be demonstrating ScriptEdit, Somak's acclaimed desk accessory designed especially for HyperCard users, and SharpenUp!, an amazing new PostScript print enhancer that makes your laser printed graphics look better than ever.

Somak Software 5849 **B&C**
535 Encinitas Blvd. #113
Encinitas, CA 92024

Tired of system errors and disks filled with useless, obsolete software? Come to the Somak booth and find out how good shareware can be! We'll be featuring our popular Somak LaserArt CD-ROM and our latest laser fonts, utilities, HyperCard stacks, games, educational software, and much more. Somak's disks really are different! Come by the booth and pick up your FREE copy of The Somak Collection, our complete product catalog listing hundreds of inexpensive quality applications.

Sophisticated Circuits, Inc. 5323 **B&C**
19017 120th Ave. N.E., Ste. 106
Bothell, WA 98011

Sophisticated Circuits, Inc. introduces PowerKey! You can now control your Macintosh and up to three peripherals with the "power on" key on your keyboard. Use your mouse and the "shut down" menu to turn off the system. It protects your system against power surges, noise and overloads. With the included software, PowerKey can be programmed to turn your machine on at a preset time. If you need remote access by modem, your equipment is ready to respond.

Exhibitor Descriptions

Sopris Softworks 1924 **MOS**
3501 S. Grand Ave.
Glenwood Springs, CO 81601

Spectrum HoloByte 717 **MOS**
2061 Challenger Dr.
Alameda, CA 94501

Come see Welltris, the follow-up product to Tetris from the famed Soviet designer, Alexey Pajitnov. In this dimensional puzzler pieces can be rotated within each wall, and around the four outer walls while falling deeper into the pit. Black & white Macintosh and beautiful Mac II color versions available. Race through the streets of San Francisco in the hot street race simulation, VETTE. First time display of the Macintosh version. See what we have in store for you!

Spinnaker Software 1416 **MOS**
One Kendall Sq.
Cambridge, MA 02139

Spinnaker PLUS is the first hyperprogramming applications development environment that allows in-house software developers, VARs, and business users to create information management applications that look and run the same across OS/2, DOS Windows, and Macintosh operating systems. And, PLUS provides a built-in migration path for HyperCard users. Also see, Springboard Publisher II, the first complete and low-cost, Macintosh desktop publishing program for people who want to turn ordinary pages into great pages.

SPSS, Inc. 5442 **B&C**
444 N. Michigan Ave.
Chicago, IL 60611

SPSS for the Macintosh is a sophisticated data management, analysis and presentation software package that performs over 50 statistical routines and generates a variety of plots. Data management facilities allow the user to reorganize, clean and transform data. Other facilities allow for labeling, weighting and formatting data for display, and enable the user to read data in a variety of formats. It supports AppleTalk™ networks and SYLK file formats. (SPSS is a registered trademark of SPSS, Inc. Macintosh and AppleTalk are registered trademarks of Apple Computer, Inc.)

Storage Dimensions 207 **MOS**
2145 Hamilton Ave.
San Jose, CA 95125

Storage Dimensions is introducing two new products: a 195 MB internal drive for the SE, II, and CS-II families and a high-speed Write-Once optical drive. The company is also exhibiting its full range - from 40 MB to 1.2 GB - of high performance, high-capacity internal and external hard disk and optical subsystems, including the fastest Erasable Optical drive available for the Macintosh, MacinStor™ Erasable. MacinStor "plug-n-play" subsystems feature Storage Dimensions' comprehensive disk management software.

Please see our advertisement on page 115.

Strata, Inc. 49 **MOS**
249 East Tabernacle, Ste. 201
St. George, UT 84770

StrataVision™ 3d — Photorealism for designers, illustrators, artists, CAD, DTP. Friendly interface lets users intuitively create, import, arrange three-dimensional objects and scenes. Place unlimited light sources of differing types, colors, intensities. Add shadows, reflectivity, refraction, transparency, other effects. Apply color maps and texture maps to lights and objects. Multiple rendering methods, including Phong, Gouraud, raytracing, in 32-bit color. With StrataVision Attributes Library™ Series, apply predefined textures — wood, stone, others — to objects. StrataFlight™ add-on utility provides animation.

Strategic Mapping, Inc. 1847 **MOS**
4030 Moorpark Ave., Ste. 250
San Jose, CA 95117

ATLAS*MapMaker creates maps to quickly and clearly analyze and present data by geographic areas such as ZIP codes, census tracts, counties, and states. Hundreds of boundary and data files are available from Strategic Mapping. ATLAS*MapMaker runs on any Macintosh computer with at least 512K RAM and produces publication quality maps at the highest resolution available on any PostScript printer. It is easy to learn and use while offering advanced mapping, data handling, and graphics capabilities. Also being shown is Exstatix™, the expandable statistical analysis system. In addition to advanced data analysis and graphics features, Exstatix offers the unique ability to program "plug-in modules" for specialized applications.

Strawberry Tree, Inc. 1837 **MOS**
160 So. Wolfe Rd.
Sunnyvale, CA 94086

High performance data acquisition hardware and software for applications in the laboratory or factory such as precision temperature, weighing, chromatography, or IEEE488 instrumentation. Designed for the measurement and control of voltages, thermocouples, RTDs, strain gauges, load cells, pressure sensors and many other analog and digital signals, as well as IEEE488 Bus controllers. Apple Macintosh and IBM PC models. Featuring a demonstration of WorkBenchMAC™ software — the easiest to use data acquisition software on the market today.

Studiosonics, Inc. 5416 **B&C**
1035 South Semoran Blvd., Ste. 1031
Winter Park, FL 32792

Studiosonics, Inc. is showing the latest release of Colorset™, a revolutionary product that brings color scanning capability to gray-scale scanners. Colorset's color correction tools allow you to modify and enhance your scans, producing color images that may be saved as 8, 16, or 32 bit PICT, and color TIFF files. Colorset also includes ShowScan, a Hypercard external command that displays color images in Hypercard stacks. Retail price \$399.95.

B&C indicates Brooks Hall & Civic Auditorium **MOS** indicates Moscone Center

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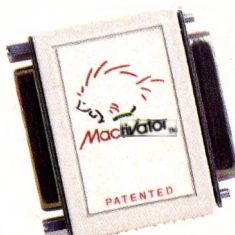
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Exhibitor Descriptions

Sumo Systems 2536 **MOS**
1580 Old Oakland Rd., Ste. C103
San Jose, CA 95131

Product consists of an optical disk drive, enclosure with power supply, SCSI cable, software and documentation, 600MB optical disk cartridge. Features: 50 Msec seek time, MAC style icon, auto formatting, defect management, can be used as a boot device and intelligent SCSI interface. Benefits: Easy to use, erasable mass media, random access of data and unlimited storage. Possible users: Graphics/imaging files, publishing, legal or medical data bases, security/portability applications.

Sun Remarketing 2721 **MOS**
3663 North Hwy. 91
Smithfield, UT 84335

From the Lisa (Mac+ compatible) to the Mac II, Sun Remarketing is the used/discontinued Apple specialist with a large inventory of hard to find and one-of-a-kind items at unheard of prices. All products carry a 90 day warranty with a 30 day money back guarantee. Sun Remarketing's Lisa SCSI board, 2mb memory upgrade and Macworks Plus (Mac+ emulation software) are also on display. Dealers can take advantage of Sun's used computer trade in program.

Please see our insert 32A-32B.

SuperMac Technology 733 **MOS**
485 Potrero Ave.
Sunnyvale, CA 94086

SuperMac Technology develops and manufactures graphics subsystems which include color, greyscale, and monochrome monitors and graphics cards, as well as software and application support products. SuperMac is a pioneer in the Macintosh enhancement market and continues to offer value-added graphics products to extend the capability of the Macintosh computers into new vertical markets and in the traditional business markets in the U.S., Canada, Europe, and Asia.

Supra Corp. 5543 **B&C**
1133 Commercial Way
Albany, OR 97321

Supra Corp. is featuring the Supra-Modem 2400 line of high-speed modems—the best quality, lowest priced modems available today. The SupraModem 2400 gives you reliable 2400, 1200, and 300 baud communication for only \$149.95, and the Supra-Modem 2400 Plus features MNP classes 2-5 and CCITT V.42 bis error correction and data compression protocols for only \$199.95.

Please see our advertisement on page 75.

Survivor Software Ltd. 208 **MOS**
11222 La Cienega Blvd.,
Ste. 450
Inglewood, CA 90304

Survivor Software Ltd. publishes easy to use, reasonably priced software to help you survive the computer and common functions: MacMoney is our popular, award winning personal and small business accounting program for financial management; InvoicIt helps small businesses track accounts receivable; and Sticky Notes+ is a unique system of notes for stacks. Our product line is growing as we explore ways to help you.

Symantec 1917 **MOS**
10201 Torre Ave.
Cupertino, CA 95014

Symantec is a leading international software company which provides award winning application and system software for Apple Macintosh and IBM PC computer users. Symantec has developed database and word processing software such as Q&A®; project management software such as Time Line®; business communications software such as MORE II™ and Grand-View®; and language software and development tools such as THINK C™ and THINK Pascal™, and publishes utility products such as Symantec Utilities for Macintosh (SUM II™), Symantec AntiVirus for Macintosh (SAM™) and SQZ!® Plus.

Please see our advertisement on page 67.

Synergy Software 2448 **MOS**
2457 Perkiomen Ave.
Reading, PA 19606

Synergy Software is demonstrating the latest versions of their award winning products: VersaTerm v4.1 and VersaTerm-PRO v3.1 include support for Apple's CommToolbox and a new DEC VT220 emulation; KaleidaGraph v2.1 includes a new graphical scripting capability and macro libraries. VersaTerm and VersaTerm-PRO are terminal emulation/communication applications that include DEC, Data General and Tektronix emulations. Kaleida-Graph is a technical productivity solution that features data analysis and fourteen graph/plot types.

SYNEX 5218 **B&C**
692 10th St.
Brooklyn, NY 11215

SYNEX will introduce MacEnvelope™ version 5.0, an envelope/label printing program that now includes a DA. MacEnvelope™ Plus version 2.0 is a powerful program for large list management. The new version contains more features that make bulk mailing from your desktop even easier. MacPhone-book™ version 2.0 creates a database of names, address, and phone numbers and prints out phone books in three different sizes. Also shown will be MacInvoice™.

Please see our advertisement on page 2.

SYSTAT, Inc. 1133 **MOS**
1800 Sherman Ave.
Evanston, IL 60201

SYSTAT 5.0 is a comprehensive statistical analysis and scientific graphics package. SYSTAT's state-of-the-art system includes pull-down, tear-off, graphical, and hierarchical menus, enabling users to perform the most sophisticated statistical techniques easily and quickly. SYSTAT's powerful statistical analysis and data management capabilities are complemented by dynamic color graphics, movies, 3-D rotation, brushing and drawing tools. 'From exploratory analysis to presentation graphics, SYSTAT 5.0 provides the perfect statistical solution for Macintosh users.

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| ☐ | ☐ | 052 Keynote Presentation, Jean-Louis Gassée. Three Steps in a Love Affair. |
| ☐ | ☐ | 101 Macworld Expo Great Debates, Part 2. Windows, OS/2 vs. System 7: Time for a Second Look? |
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| ☐ | ☐ | 018 Object-Oriented Programmer Tools. |
| ☐ | ☐ | 030 The Developer's Toolkit. |
| ☐ | ☐ | 042 MacApp Report. |
| ☐ | ☐ | 060 The Ins and Outs of INITs. |
| ☐ | ☐ | 072 The Software Developer Roundtable. |
| ☐ | ☐ | 084 User Interface Design Standards. |
| ☐ | ☐ | 096 Meet the Programmers! |

- ☐ **The Mac in Big Business - \$69.95**
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| ☐ | ☐ | 031 The MS-DOS/Mac Connection. |
| ☐ | ☐ | 043 Hot Mac-to-VAX Issues. |
| ☐ | ☐ | 061 Building a Support and Training Organization. |
| ☐ | ☐ | 073 CL/1: The Key to Macs & the Corporate Database. |
| ☐ | ☐ | 085 Upgrading to System 7.0. |
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| ☐ | ☐ | 033 How to Get Started with Multimedia. |
| ☐ | ☐ | 045 Animation Wizardry. |
| ☐ | ☐ | 055 A Guide to Multimedia Peripherals. |
| ☐ | ☐ | 067 Cutting Edge Technologies: The Latest and the Greatest. |
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Specially Priced Set, Includes Audio Tapes # 010, 022, 034, 046, 056, 068, 080, 092
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| ☐ | ☐ | 022 Facts and Myths About Color. |
| ☐ | ☐ | 034 CAD Update: The Users Report. |
| ☐ | ☐ | 046 Graphics Tools for Designers: Which to Buy for What. |
| ☐ | ☐ | 056 Fonts, Formats and ATM. |
| ☐ | ☐ | 068 Maximizing Desktop Presentations. |
| ☐ | ☐ | 080 Smart Design for Smart Publications. |
| ☐ | ☐ | 092 Future Directions for the Mac, Part 2: The Graphics Outlook. |

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- ☐ ☐ 059 **Educators: Desktop *Publish*, Don't Perish!**
- ☐ ☐ 071 **The Mac in Health Care.**
- ☐ ☐ 083 **The Mac in the Law Office.**
- ☐ ☐ 095 **The Home Office/Small Business Survival Guide, Part 2: In the Office.**

- ☐ **Treasuries – \$37.95**
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Exhibitor Descriptions

System Connection 5122 **B&C**
1123 Orem Blvd.
Orem, UT 84058

System Connection will be displaying their fall line of fully molded cables. System Connection will introduce LocTalk, its new locking AppleTalk™ kit. System Connection will also be displaying its expertise in OEM cables. System Connection services include: attractive packaging for retail display, toll free order line, free catalogs, no minimum order requirements or handling charges, same day shipping and even free shipping with orders over \$100, and free customer support from a trained technical staff.

Systems Integration Magazine 5151 **B&C**
275 Washington St.
Newton, MA 02158

Systems Integration Magazine serves value added resellers (VARs), third-party integrators, OEM and in-house systems integrators who develop, configure and integrate multi-vendor, multi-user systems to solve specific application problems. The magazine provides product and technology information on systems hardware (including Macintoshes and Apple peripherals), operating systems and database software, and countless peripherals and connectivity devices.

T/Maker Company 1217 **MOS**
1390 Villa St.
Mountain View, CA 94041

Since 1984, T/Maker has been developing and publishing quality software for the Mac. Stop by and see the latest version of our award-winning word processor, WriteNow 2.2. New features include the WordMaster 1.4 million-word thesaurus, extended file format compatibility, a 135,000-word dictionary, and more. In addition, T/Maker is excited to introduce three new additions to the ClickArt® Series of image portfolios: EPS Animals and Nature, EPS Business Symbols, and Business Cartoons.

TechGnosis, Inc. 2725 **MOS**
1 Pk Pl, 621 NW 53rd St.,
Ste. 340
Boca Raton, FL 33487

Technology Works 5227 **B&C**
4030 Braker Lane West, Ste. 350
Austin, TX 78759

Technology Works offers a full line of memory upgrades including the 1 meg modules, the laptop, the Laser Writer II/NTX and the new 4 meg module. All memory is shipped with a full installation kit and backed by a lifetime warranty and 30 day money back guarantee.

Tecmar 1926 **MOS**
6225 Cochran Rd.
Solon, OH 44139

Tecmar will be demonstrating our wide spectrum of tape backup units ranging in capacity from 40 megabyte to 2.2 gigabyte. No matter what your needs are, Tecmar has a drive for you! Tecmar will be demonstrating the latest DAT technology in our 1.3 gigabyte DATaVault. Tecmar's exclusive QTBackup™ software has a powerful, easy-to-use icon interface designed specifically for the Macintosh user. QTBackup features our exclusive PowerTag™ file selection, versatile unattended backup routines and script mode creates a library of common backup routines.

Tektronix, Inc. 2219 **MOS**
Wilsonville Industrial Park
Wilsonville, OR 97070

Tektronix Color Printer Group manufactures and markets high quality color printers for professionals who use Macs and PCs. Tek's thermal wax transfer and ink-jet printers employ TekColor, the industry's first color matching system, and provide cost-effective solutions for applications ranging from color comps for the graphic artist to dazzling overhead presentations for the corporate professional.

TeleTypesetting Company 5229 **B&C**
311 Harvard St.
Brookline, MA 02146

On display will be MacRIP® for the Macintosh. A software raster image processor capable of interpreting PostScript® and driving a variety of non-PostScript printers, such as the HP LaserJet series, Apple LaserWriter SC and ImageWriter, GCC PLP, Canon LBP series, Mitsubishi color printers and Mirus film recorder. The program runs on MacPlus or higher. MacRIP includes a screen preview function for debugging and learning PostScript. MacRIP supports all PostScript outline fonts including the entire Adobe type library.

TGS Systems 5506 **B&C**
1127 Barrington St., Ste. 19
Halifax, NS
Canada B3H 2P8

Prograph is a combined graphic programming language and visual development environment. The Prograph language is completely pictorial, object-oriented and dataflow; the dataflow diagrams created to define "methods," i.e., behaviours of objects, are the code. The Prograph environment includes the high-level Application Builder editor which allows quick construction of a program's user interface. Once an interface is created, it can be run immediately. In fact, with Prograph, users can build, edit, test and debug programs while they are running. Prograph 2.0 comes with Editor/Interpreter, Application Builder and a 680XO Compiler for producing standalone applications.

Please see our advertisement on page 69.

Exhibitor Descriptions

Threshold Publishing 1321 MOS
1921 Corporate Square Blvd.
Slidell, LA 70458

Newly released from Threshold Educational Software Publishing Co. Riddler is the most advanced test-making and test-giving software on the market. Riddler combines ease and flexibility of both creating tests and a variety of formats for giving tests. Features: Several test-taking games; Standard written or computer tests with answer scramblers; Reference messages attached to answers; Advanced graphic capabilities; 500 question quiz files, 5000 question games; Question category and difficulty controls. And much more . . .

Thunderware, Inc. 331 MOS
21 Orinda Way
Orinda, CA 94563

Thunderware's family of low-cost scanner products includes: ThunderScan Plus, a new and improved 6-bit version of the original Mac scanner that fits into the ImageWriter printer. New LightningScan 400, the premier hand-held scanner for the Mac and new ThunderWorks, a powerful scanning and gray scale image editing software package that works with ThunderScan, LightningScan and some other scanners.

Timeslips Corp. 1918 MOS
239 Western Ave.
Essex, MA 01929

Timeslips III is a time tracking, professional billing and accounts receivable system for lawyers, consultants, and other service professionals. It tracks up to 250 users, 3,400 clients, 250 activities, and 120 projects per client. The desk accessory stopwatch timer can be accessed while in other programs, to keep accurate track of time spent on clients and activities. Numerous bill and management report formats are possible, for client billing, employee productivity, department chargebacks, time management, and comparing billable versus unbillable time. Version 2.0, just released, adds many new features such as a bill layout editor, which acts like MacDraw, allowing you to edit and layout your bill. A new

security system helps prevent unauthorized users from reviewing your business records. And a Network version is now available.

Please see our advertisement on page 117.

Timeworks, Inc. 5439 B&C
444 Lake Cook Rd.
Deerfield, IL 60015

PUBLISH IT! PUBLISH IT! is the first completely self-contained Desktop Publishing program for Macintosh Computers. It allows both professional and non-professional business communicators to write, design, and produce dynamic, sophisticated documents — from simple in-house newsletters and business forms to full-length magazines and distinctive annual reports. And, do it faster and easier than ever before. This program includes: Advanced Page Layout, Drawing, Painting & Editing Capabilities and a Fully Integrated Word Processor.

TOPS - 1907 MOS
A Division of Sun Microsystems
950 Marina Village Pkwy.
Alameda, CA 94501

Toshiba America 5338 B&C
Information Systems, Inc.
Computer Systems Division
9740 Irvine Blvd.
Irving, CA 92718

TAIS Computer Systems Division will demonstrate its new Macintosh driver for Toshiba 24-pin dot-matrix printers. The driver supports object oriented graphics and bitmapped fonts, comes with scaleable outline fonts and features 360 x 360 resolution. Both black and color printing are supported.

Total Systems 2040 MOS
99 West 10th St., Ste. 333
Eugene, OR 97401

On display: two System 7.0 "upgrade" cards for the Macintosh 128K/512K/Plus and SE: the "Gemini 020/030" 20MHz or 25MHz 68030 card and the "Mercury 030" 16MHz 68030 card, both with 4MB RAM, co-processor and large screen display options. Also: the "Voyager 030" fast cache 33MHz and 50MHz 68030 accelerator card for the Macintosh II, IIx, and IIcx; the "Galileo" monochrome video card which drives a wide selection of monitors with the "Gemini" and "Mercury" cards; and, "Discovery", a 68030 workstation/communications platform.

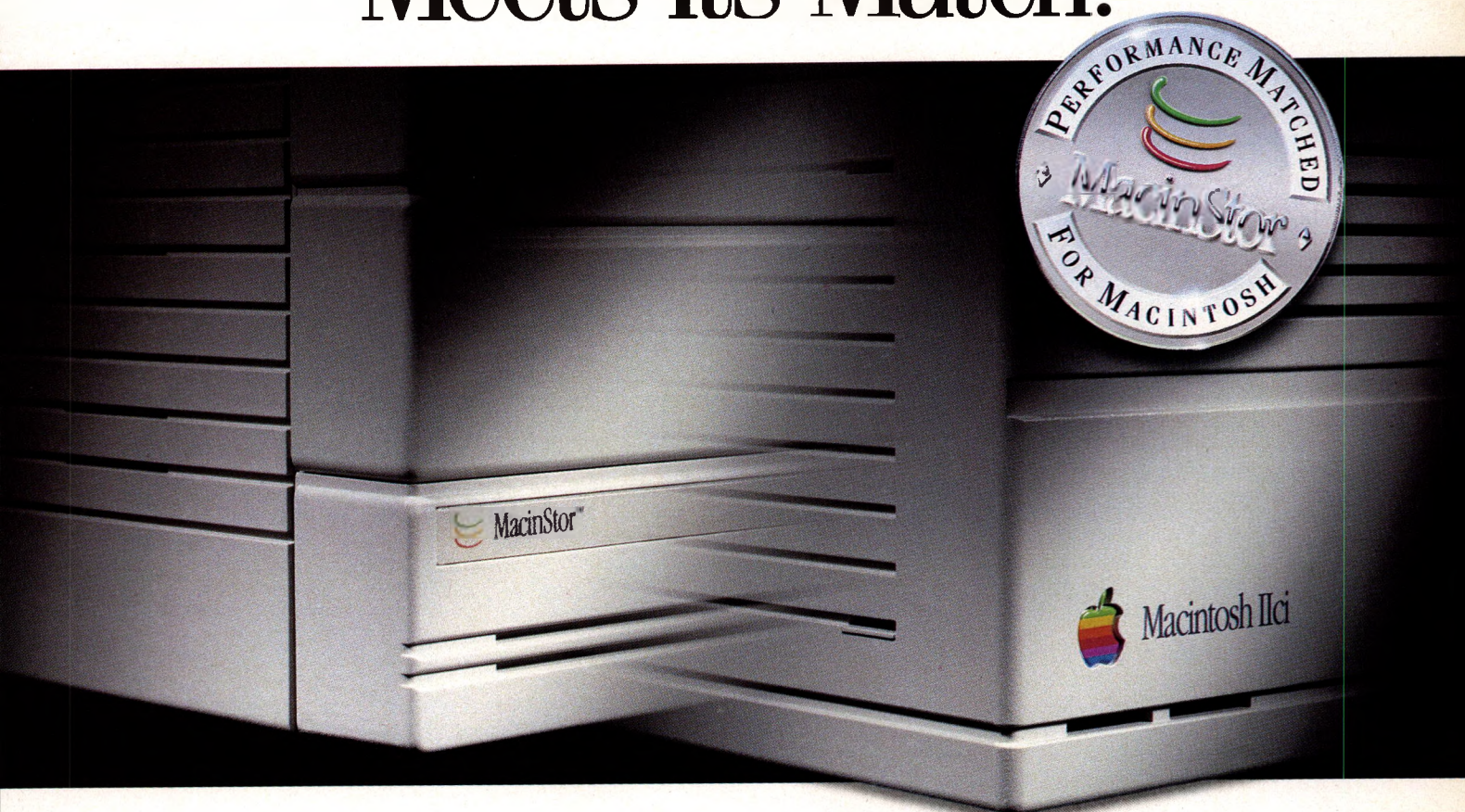
TPS Electronics 1936 MOS
4047 Transport St.
Palo Alto, CA 94303

Bar code readers, magnetic stripe (credit card) readers, portable bar code and magnetic stripe readers, bar code printing software and magnetic card encoders highlight the industry's most complete line of input devices for the Macintosh. TPS has been providing rugged, easy-to-use equipment for the Macintosh since 1985. The products are ideally suited for point-of-sale, library, manufacturing and other applications.

Transitional 5325 B&C
Technology, Inc.
1411 North Batavia
Orange, CA 92667

Transitional Technology, Inc. introduces the first unattended, high capacity, removable storage backup solution for Appletalk networks - available in 4mm (CTS-4M) and 8mm (CTS-8000M) subsystems. The CTS-M series allows operators to perform data backups for an entire network from a central location. Between 1.3 and 2.3 gigabytes of data can be stored on a single cartridge. The CTS-8000M comes with a unique front panel display providing users with important tape and drive information.

Macintosh® Meets Its Match.



It's a match that runs deeper than the sleek new lines and compact cabinetry of MacinStor's high capacity storage subsystems.

It's first a *performance match*. Because MacinStor™ with average seek times as low as 14.5 ms, runs faster. And our rigorous systems engineering turns that raw speed into maximum throughput, delivered directly to the most demanding applications.

It's also the perfect *productivity match*. With offerings to match any user need. Hard disk or write-once and erasable optical. With capacities up to 1.3 gigabytes. And with powerful, easy to use utilities software to minimize start-up hassle for the beginning user, and max-



imize productivity for the most advanced user.

Here is a *matched* story that's really *unmatched*. A story featuring unparalleled quality and reliability. The best documentation and support in the business. And the strength and long-haul commitment of the industry leader in high capacity storage. Which is why MacinStor is again an award-winning story, honored recently with the prestigious 1989 *MacUser Eddy Award* for "Best Storage Subsystem.*"

Come by Booth #207 and meet *your* Macintosh match. Or for the MacinStor reseller nearest you, call (408) 879-0300. Storage Dimensions, 2145 Hamilton Avenue, San Jose, CA 95125.



STORAGE DIMENSIONS

Exhibitor Descriptions

Traveling Software, Inc. 5005 **B&C**
18702 North Creek Pkwy.
Bothell, WA 98011

Traveling Software will feature LapLink Mac III Connectivity Pac which allows quick and easy Mac-to-Mac and Mac-to-PC file transfers for two users. Files can be transferred via the cable provided, via modem, over AppleTalk, or with SCSI cable. LapLink Mac III Network Pac allows up to five users to transfer data over an AppleTalk network without the aid of a dedicated server. The program includes three levels of password security and costs only \$60.00 per user.

Tree Star, Inc. 5913 **B&C**
1802 Hillside Rd.
Santa Barbara, CA 93101

You can now create graphs by drawing curves rather than typing numbers. FlexiGraphs introduces a visual way of working with data. These interactive graphs allow you to generate and edit data with a stroke of the mouse — no typing required. As you move the mouse, the appearance of the graph changes, which automatically changes the underlying numbers. FlexiGraphs supports pie, bar and line graphs and is compatible with any spreadsheet or graphics package.

TreeAge Software, Inc. 130 **MOS**
1 Post Office Sq., 23rd Flr.
Boston, MA 02109

With its structured methodology and excellent graphics, DATA™ helps business executives and professionals to identify and make the best possible decisions. First, the problem is disaggregated, distinguishing between available decision options and the potential, but uncertain, results of a given decision. The possible scenarios are then modeled in a tree generated by DATA. After calculating the value of each scenario, DATA specifies the decisionmaker's optimal strategy, and tests that recommendation in a series of risk and sensitivity analyses.

Tri-Data Systems, Inc. 2617 **MOS**
3270 Scott Blvd.
Santa Clara, CA 95054

The Netway® family of 3270 SNA gateway products is the ideal solution for providing LocalTalk, Ethernet or Token Ring networks with direct access to any IBM mainframe. Up to 64 simultaneous sessions, the Netway products are high-performance solutions, offering the lowest-cost-per-session, for integrating multi-network environments by allowing users of Macs and PCs to share the power of multiple IBM mainframes simultaneously.

TrueVision, Inc. 249 **MOS**
7340 Shadeland Station
Indianapolis, IN 46256

The award-winning NuVista videographics card from Truevision will demonstrate the latest in professional quality multimedia/video applications. Several new advances in technology will be shown and explained at the booth. Numerous third party vendors will also demonstrate their NuVista-based applications, utilizing the real-time capture and 32-bit color display capabilities of the card. The VIDI/O Box encoder/decoder, which converts an NTSC signal into RGB and vice versa, will also be demonstrated.

Tulin Corp. 5203 **B&C**
2156 H O'Toole Ave.
San Jose, CA 95131

Tutorland 5224 **B&C**
110050 N. Wolfe Rd. SW2-136
Cupertino, CA 95016-0429

Unibind Systems 5547 **B&C**
7900 Capwell Dr.
Oakland, CA 94621

Unibind addresses the question: "What can I do with my pages after they come out of the laser printer?" by displaying the full line of Unibind Document Finishing Systems. Unibind is the largest selling and only thermal binding system with fully flexible spines that open flat and allow adding or removing pages by simple reheating. The newest PELSAR IIiners even let you use your own paper covers in addition to the original clear vinyl Unicovers.

Vamp, Inc. (McCAD) 2046 **MOS**
6753 Selma Ave.
Los Angeles, CA 90028

Vamp, Inc. is the publisher of McCAD EDS software, a complete family of integrated Electronic Design Systems for Macintosh. McCAD Electronic Design Systems offer a choice of design environments with a wide range of system configurations tailored to the specific needs of the designer. McCAD modules take the designer through the complete design cycle; Schematic Capture, Simulation (Analog & Digital), Standard and SMT PCB Layout, Auto-Routing and Gerber generation for board fabrication. McCAD software gives the electronic designer the technical range he needs, yet at the same time provides the control and flexibility missing in many other systems, including mainframes.

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April 10-13, booth #1918.

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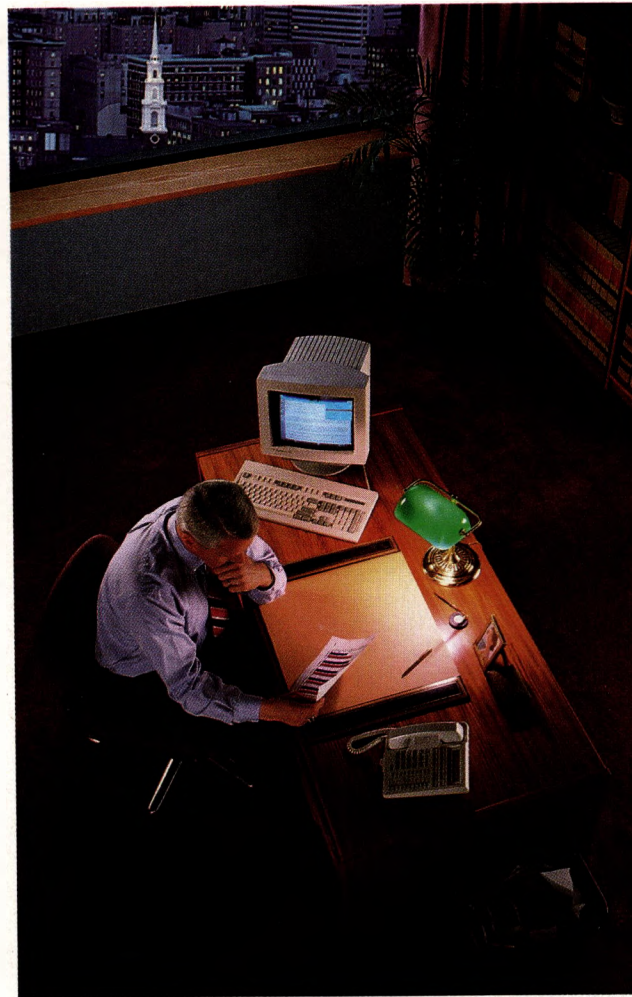
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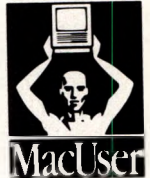
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In Canada call 1-800-359-3343.

TIMESLIPS
CORPORATION

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SYSTEM REQUIREMENTS: System Tools 6.0.2. Supports MultiFinder. Operates on a Mac Plus or higher with 1 Mbyte. Hard disk is recommended.

Exhibitor Descriptions

Varcon Systems, Inc. 5611 **B&C**
10509 San Diego Mission Rd.,
Ste. K
San Diego, CA 92122

Varcon Systems presents Great Gantt!™ and Manage That!™. Great Gantt! allows the user to produce custom, presentation-quality Gantt charts directly from MacProject™ files and to build Gantt charts from scratch. Great Gantt! has an extensive symbol set and easy-to-use on-screen editing tools. Manage That! is a project management system that takes advantage of networking and distributed database technology. Managers can create Gantt, PERT, and WBS charts (and text reports) that give up-to-date status and resource information on multiple projects.

Varityper 2143 **MOS**
11 Mt. Pleasant Ave.
E. Hanover, NJ 07936

Vertical Solutions 5501 **B&C**
P.O. Box 7535
Olympia, WA 98507

Labeling software. Vertical Solutions is showing its complete line of labeling software. FastMail for list management and labels, FastLabel 2.0 for general labeling and FastEnvelope for envelopes. All software works with both inches and metric measurements.

Videographics Corp. 5551 **B&C**
212 W. Superior St., Ste. 403
Chicago, IL 60610

Videographics Corp. specializes in Macintosh-based graphics workstations outputting to video, slides and print. Our customized configurations allow for a variety of options in terms of performance, features and price. Videographics Corp. carries only products that represent cutting-edge technology: graphics boards, paint software, 2D and 3D modeling/animation software, rendering software, transputers, computers, video cameras, VTRs, monitors, scanners and printers. We also offer consulting services, training and technical support for the products we carry.

Virginia Systems, Inc. 206 **MOS**
5509 West Bay Ct.
Midlothian, VA 23112

Virginia Systems, Inc. specializes in software tools for finding, indexing and analyzing information. The Sonar & Sonar Professional text retrieval systems turn your Mac into a powerful research tool. These programs are designed for law firms, govt. agencies, news services, or anyone needing to search vast amounts of information on a frequent basis. Now introducing, a new indexing system which will build an index and table of contents for Pagemaker, Quark, and other documents.

Visual Business Systems, Inc. 5710 **B&C**
380 Interstate North Pkwy., Ste. 190
Atlanta, GA 30339

Professional Output Manager Series. Faster, more sophisticated version of Output Manager, the device driver program that is included with Visual Business No. 5 graphing program. These packages are designed to convert Mac PICT and any PostScript files (including those created in PC based packages) into high resolution output to film recorders and/or color thermal printers. Designed for the communications professional, these packages provide scheduling capabilities for unattended output to all major devices.

Visual Information Development, Inc. 2215 **MOS**
16309 Doublegrove St.
La Puente, CA 91744

VIDI will be demonstrating its commitment to photo-realistic imaging and animation by demonstrating a new version of Dimensions Presenter, Dimensions RenderMan, which will have a special interface to Pixar's RenderMan format. In addition new and enhanced versions of Dimensions Design & RayTrace will be shown. Also bi-directional interpreters to DXF, VersaCad, Super 3D, and McBravo! will be shown.

Voyager Company, The 5316 **B&C**
1351 Pacific Coast Hwy.
Santa Monica, CA 90401

Experience MultiMedia — Today. Voyager will demonstrate its critically acclaimed line of multimedia products for CD-ROM and Videodiscs. The history, music, sights and sounds of Beethoven, Stravinsky, Bach, the Louvre, National Gallery of Art, Salamandre Chateaux, and Van Gogh are brought alive "interactively" with HyperCard stacks full of detailed information on these subjects. Voyager's VideoStack and AudioStack tools are loaded with examples that allow you to easily create your own multimedia works. For children, Amanda Stories!!

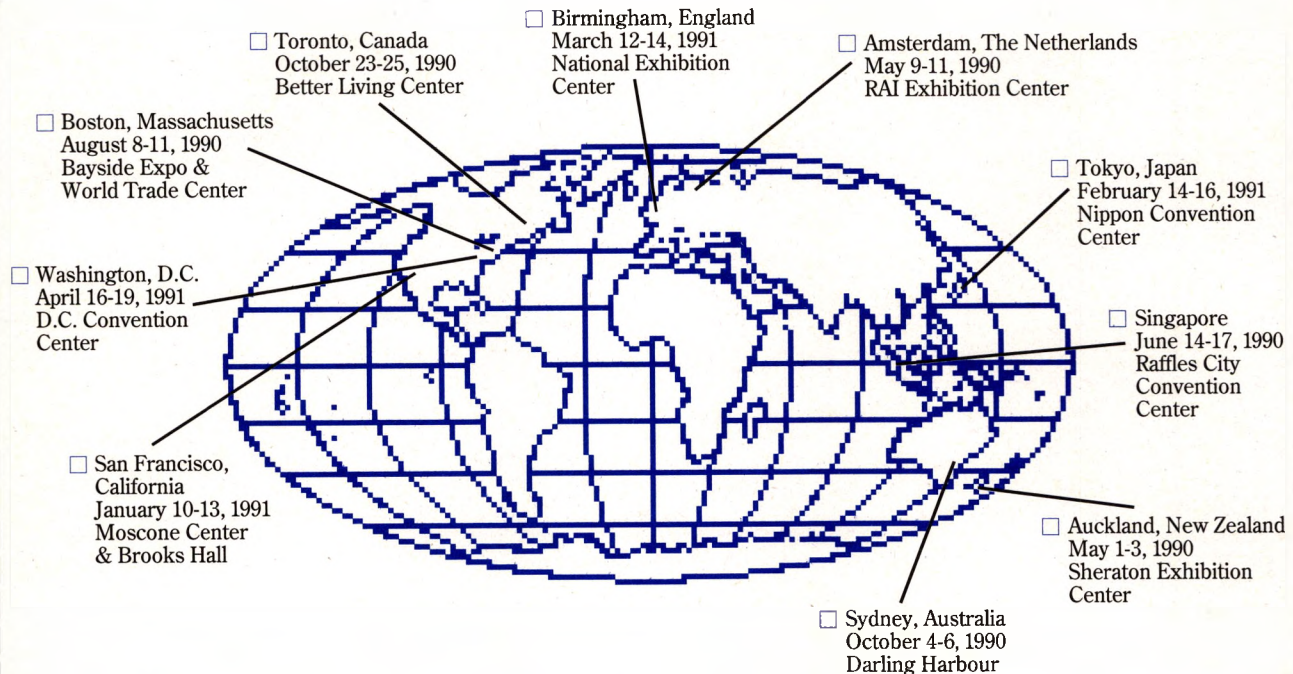
Wacom, Inc. 5410 **B&C**
West 115 Century Rd.
Paramus, NJ 07652

Wacom will exhibit its SD-Series family of digitizing tablets, which feature a cordless, pressure-sensitive stylus for the graphic artist. The pressure-sensitive stylus conveys to the paint software the amount of pressure the artist is applying, to vary line width, airbrush density, and color gradation. The Wacom tablets range in size from 6 by 9 inches, to 18 by 25 inches.

Wadsworth - Brooks/Cole 5819 **B&C**
10 Davis Dr.
Belmont, CA 94002

Brooks/Cole, a leading publisher of science and mathematics books, invites MACWORLD Expo attendees to demonstrations of its innovative, state-of-the-art MAC® software: MAPLE for the Macintosh - a computer-algebra program - MATHWRITER - a new math/scientific technical word processor, and BEAKER - an intelligent tutor for undergrad organic chemistry and also CALCULUS T/L - a MAPLE based calculus tutorial. See these programs and more at booth 5819.

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Exhibitor Descriptions

Wallaby/Outbound Systems, Inc.

5542 **B&C**

4840 Pearl East Cir.
Boulder, CO 80301

The Wallaby/Outbound Laptop System for the Apple Macintosh Plus or SE is a new type of dockable computer that brings real mobility to Macintosh computing. The product utilizes Wallaby/Outbound Systems, Inc.'s revolutionary dockability technique—based on the transfer of a Macintosh's ROMs to the Outbound and on the company's proprietary firmware—that enables the Outbound to perform a dual role: Macintosh add-on, where the combination operates as a single upgraded Macintosh, and in standalone mode, where the Outbound becomes a full function, battery-powered, lightweight laptop computer.

White Pine Software

5400 **B&C**

94 Route 101A
Amherst, NH 03031

White Pine Software develops and sells a complete family of products providing complete Macintosh to VAX communications. White Pine products include a line of VT200 series terminal emulators for the Macintosh. Additional products provide graphics conversion and file transfer between these two popular computer systems. White Pine also produces eXodus, an X.11 Window System display server for the Macintosh OS. White Pine will demonstrate a newly released color version of eXodus.

Williams & Macias, Inc.

1021 **MOS**

South 3707 Godfrey
Spokane, WA 99204

Wolfram Research, Inc.

649 **MOS**

201 W. Springfield,
Ste. 500
Champaign, IL 61820

Mathematica 1.2. A general system for numerical, symbolic and graphical computation. Produces 2D and 3D PostScript graphics. Does algebra and calculus. Incorporates a high-level programming language, and a sophisticated user interface which supports interactive textbooks. Intended for all users of mathematics — scientists, engineers, students, analysts, etc. Runs on Macintosh Plus and up. Minimum memory: 4 megabytes (less memory is required if a virtual memory system is used). Prices: Standard version, \$495; Enhanced version (requires numeric coprocessor) \$795. Volume and University discounts available.

WordPerfect Corp.

534 **MOS**

1555 N. Technology Way
Orem, UT 84057

WordPerfect for the Macintosh includes features such as automatic pagination, on-screen columns, file management capabilities, macros, merge, footnotes/endnotes, automatic outlining, table of contents/index generation, spell-checker, and a thesaurus. WordPerfect Office is a compilation of business productivity tools which include Electronic mail; Integrated CalendarScheduler for individual appointments, memos, to-do lists and scheduling individuals and resources across a network; Notebook, a flat-file database; and File Manager. Office is compatible with WPOffice for the PC.

Xecom, Inc.

5138 **B&C**

374 Turquoise St.
Milpitas, CA 95035

Xecom manufactures data and fax communication products. QuadPort is a family of eight different NuBus based four channel modem server or FAX/modem server boards. Exclusive TeleLan host software provides supervisory and management services for the server. NetAimer provides client to server network access. NewPort includes a family of fifteen different Macintosh internal modems. 2400MNP5 and FAX/Data are available, including an internal FAX/Data modem for Portables, complete with TruFAX application software. Demonstrations will be available for all products.

Xerox Imaging Systems

1239 **MOS**

535 Oakmead Pkwy.
Sunnyvale, CA 94086

Xerox Imaging Systems (XIS) is presenting optical text recognition and grayscale imaging software for the Macintosh II series and SE series systems. These products will be demonstrated on the new Datacopy GS Plus, an 8 bit grayscale scanner coupled with a 50-sheet Automatic Document Feeder (ADF). In addition, an array of editing/character recognition software, part of the complete scanner kit, will also be shown. AccuText, intelligent character scanning software for the Macintosh and MacImage, a grayscale editing product will also be featured on the GS Plus.

XOR Corp.

1946 **MOS**

7607 Bush Lake Rd.
Minneapolis, MN 55435

MacGolf, NFL Challenge, Road Racer, Lunar Rescue, and MacGolf Classic are just a few of the many first class entertainment software products available from XOR Corp. for the Macintosh. Featured is XOR's latest release - TaskMaker. You must restore order and prosperity to the Kingdom, but you have no experience. To gain help, find the TaskMaker, and with his guidance and your courage complete the ten tasks and the Kingdom might be saved!

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Exhibitor Descriptions

ZEDCOR, Inc. 528 MOS
4500 E. Speedway Blvd., Ste. 22
Tucson, AZ 85712

Zero Halliburton (EDC) 5222 B&C
13101 Washington Blvd.,
Ste. 110
Los Angeles, CA 90066

Zero Halliburton, a 50 year old manufacturer of aluminum cases in the luggage and photographic markets, has brought its products' distinctive styling, strength, durability and light weight to the production of Macintosh cases. The Plus/SE case, Mac IIcx/IIci, Mac II/Ix, Portable Attache, Portable Office, Monitor and ImageWriter II

cases are made of an exceptional aerospace aluminum alloy that gives them the strength to be checked-in as airline luggage (insurance) and the light weight to be a flexible local carrying case.

Zondervan Electronic Publishing 2439 MOS
1415 Lake Dr. S.E.
Grand Rapids, MI 49506

MacBible is a self-contained, advanced software package designed for studying biblical texts and their translations. The program features powerful word, phrase and verse

reference search capabilities and is ideal for both students and scholars. The following English translations and original language texts are available: New International Version, King James Version, Revised Standard Version, the Hebrew Bible (*Biblia Hebraica Stuttgartensia*) and *The Greek New Testament UBS Third Edition*.

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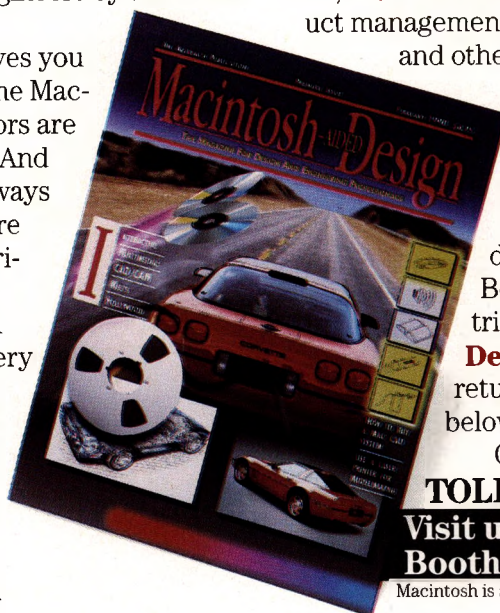
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g ☐ CAD Manager/Staff
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2. What is your firm's primary business activity?

- a ☐ Architecture/Engineering/Construction
b ☐ Mechanical Engineering
c ☐ Electrical Engineering
d ☐ Manufacturing
e ☐ Other (specify) _____

3. How many design and/or engineering professionals are employed at your firm?

- a ☐ 1-4 b ☐ 5-25 c ☐ 26-200 d ☐ over 200

4. How much does your firm plan to spend on Macintosh-related products during the next twelve months?

- a ☐ None b ☐ Under \$5000 c ☐ \$5000-\$24,999
d ☐ \$25,000-\$100,000 e ☐ over \$100,000

5. How many Macintosh computers are presently used at this location?

- a ☐ None b ☐ 1-5 c ☐ 6-25 d ☐ 26-100 e ☐ over 100

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441-5678 | 25 Beppino's Ristorante
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1231 Market Street
626-8000, Ext. 175 |
| 4 Kimball's
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Jazz, Tues.-Sat.
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861-7772 | 18 Townhouse Seafood
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1169 Market Street
626-8333 | 26 The Half Shell
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64 Rausch Street
552-7677 |
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362-0404 | 20 Atherton Dining Room
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| 7 Act IV At Inn At The Opera
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553-0123



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861-6895

28 Party of One
Zephyr Theater
25 Van Ness Avenue
861-6895

Dance

29 San Francisco Ballet
War Memorial Opera House
Van Ness Avenue and Grove
762-2277

Symphony

30 San Francisco Symphony
Davies Symphony Hall
Van Ness Avenue and Grove
431-5400

31 San Francisco
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Museum of Modern Art
War Memorial Veterans Building
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558-0447

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546-3922

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Continued from page 122

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9192 S. 300 W., Bldg. #4
Sandy, UT 84091

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Advanced Remote Technology, Inc. (ARTI) 5223 B&C
307 Orchard City Dr., Ste. 204
Campbell, CA 95008

ARTI will display a complete Desktop Video Publishing system, including hardware, software, and Macintosh-controlled video equipment for professional quality videotape editing and frame-by-frame animation on the desktop.

Bureau of Electronic Publishing, The 5842 B&C
141 New Rd.
Parsippany, NJ 07054

The Bureau of Electronic Publishing is a one-stop, stocking source of the largest selection of CD-ROM drives and titles host to the following Macintosh CD-ROM product developers: Xiphias (Time Table of Science), Grolier Electronic Publishing (Grolier's Encyclopedia), Quantum Leap Technologies (MegaRom), Wayzata Technology (World Fact Book et al), DDRI (CD-ROM End User), Denon (DRD-253 End User), Comstock (Comstock Desktop Photography), Mirrosoft (Guinness Disc of Records).

California Freeware 5829 B&C
1747 E. Ave., Q C-1
Palmdale, CA 93550

California Freeware, a leading distributor of Shareware and Public Domain Software will have available for sale their full Macintosh library. Also present will be a Macintosh expert to answer questions. Their library contains over 250 800K disks filled with thousands of popular and useful programs. With laser clip art and fonts for the desktop

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201 E. Southern, Ste. 208
Tempe, AZ 85282

Have you ever thought... "Where the #\$\$@! is that File"? The ColorDex™ software automatically gathers your diskettes into one database. Search your ColorDex database. Select a file-- Mac requests a disk to be inserted by its color code & name. Color index allows quick, accurate retrieval from your diskette stack. Find long lost files fast, track over 16,000 diskettes, never decode another obscure label. Only one label needed for your diskette's life. Let your Mac keep track...

Computer Literacy Foundation 5927 B&C
206 E. 40th Ave.
San Mateo, CA 94403

Computer Literacy Foundation is a non-profit organization dedicated to enhancing your knowledge about and understanding of personal computers. CLF's two successful affiliates are Women's Computer Society and Artificial Intelligence Association.

Delta Tao Software, Inc. 5834 B&C
1107 W. Remington Dr.
Sunnyvale, CA 94087

Diaquest, Inc. 5832 B&C
1440 San Pablo Ave.
Berkeley, CA 94702

Diaquest's DQ-ANIMAQ animation controller provides frame accurate animation, digitizing and rotoscoping effects when used with Macintosh graphics programs. DQ-ANIMAQ is designed for Broadcast and Desktop video applications.

Ensign Systems, Inc. 5745 B&C
26 North Main, Ste. B
Layton, UT 84041

Product: POS•IM (Point of Sale/ Inventory Management). Description: POS•IM is a complete software package for retailers, covers sales, inventory, and receivables and can even handle bar-code scanners and cash drawers. POS•IM is divided into three applications: Inventory Management, for tracking inventory (including serial numbered stock), vendors and stack orders; Sales Point, the actual point of sale application for tracking customers, creating invoices, looking up prices, and processing sales; and Accounts Receivable, a basic receivables tracker.

Federal Computer Week 5921 B&C
3110 Fairview Park Dr., Ste. 1040
Falls Church, VA 22042

FEDERAL COMPUTER WEEK is the only weekly news source written for the federal systems buyer who has the authority to recommend, approve and purchase computer and communications products and services.

Franklin Software 5830 B&C
3511 NE 22nd Ave.
Fort Lauderdale, FL 33308

Language Master combines an electronic definition dictionary with an electronic thesaurus to give the user the most complete reference work available. Operates as a desk accessory.

InterMark Group Limited, The 5929 B&C
3623 Lake Shore Ave.
Oakland, CA 94610-1765

Featuring the Zero 1 range of high style-high tech electronic luggage storage item accessories. Zero 1 is creating a complete design environment for Macintosh.

Additional Exhibitors

Montage Publishing, 5923 B&C Inc.

25550 Hawthorne Blvd. #314
Torrance, CA 90505

COMPUTER PICTURES covers computer graphic applications for business, product reviews of Mac and DOS hardware/software; compatibility/connectivity; and multimedia. *AV VIDEO* is a monthly magazine for both hands-on and management professionals in the audiovisual, video, computer graphics, interactive and presentation media fields.

Nikon Electronic Imaging 5756 B&C

623 Stewart Ave.
Garden City, NY 11530

Nikon Electronic Imaging will show two high-performance computer peripherals designed for pre-press and/or color reproduction work. The Nikon LS-3500 Film Scanner is an ultra-high-resolution device perfect for a wide range of applications, including printing, computer graphics, video art and scientific/medical research. The LS-3500 is fully compatible with the latest in professional image manipulation software. The new Nikon CP-3000 Full Color Printer features thermal-sublimation, dye-transfer technology for virtually continuous-tone, full-color images.

Personal Bibliographic Software, Inc. 439 MOS

P.O. Box 4250
Ann Arbor, MI 48106

Personal Bibliographic Software, Inc. develops information management software for IBM personal computers and compatibles and the Apple Macintosh. Current products include: Pro-Search, Pro-Cite, and Biblio-Link. Pro-Search is a front-end communications program designed to simplify online database searching. Pro-Cite is a database management program designed to manage reference information and format bibliographies automatically. Biblio-Link programs convert and transfer records downloaded from an online database

directly into a Pro-Cite database. Used separately, or as an integrated system, PBS products simplify the searching process and make it easier to manage your search results.

Princeton Publishing Labs, Inc. 5828 B&C

19 Wall St.
Princeton, NJ 08540

Princeton Publishing Labs, Inc., will introduce the MultiView II, a 15" full page portrait, high resolution, analog monitor for the MAC II family. This versatile multiscanning display is compatible with Apple's PDA (Page Display Adaptor) for B/W or for gray in full page. It features a flat CRT at 75 Hz flicker free refresh and can also be used with PPL's compatible FPMA (Full Page MAC Adaptor) for B/W viewing.

Probero Innovation AB 5931 B&C

31828 Village Center Rd.
Westlake Village, CA 91361

KEYLOCK, the premier security system for your MACINTOSH. KEY-LOCK absolutely stops data theft by physically prohibiting access to the floppy drive and password locking your hard drive without modifying system files.

Welcom Software Technology 5131 B&C

15995 N. Barkers Landing,
Ste. 275
Houston, TX 77079

OPEN PLAN project management software offers users high end project management capabilities as well as Macintosh ease-of-use. Totally integrated with a relational database, OPEN PLAN offers flexibility and user defined customizations. The system can schedule up to 10,000 activities and utilize up to 256 calendars in either precedence (PDM) or arrow (ADM) diagram networks and offers complete resource scheduling as well.

Working Software/Lifetree Software 5225 B&C

740 Front St. 318A
Santa Cruz, CA 95060

Working Software and Lifetree Software are showing: QuickLetter, original desk accessory word processor for writing letters and printing envelopes; Correct Grammar, checks each sentence, highlights mistakes, suggests corrections and helps add clarity to your writing; Spellswell, most accurate spelling checker/proofreader for word-processing; Lookup, desk accessory that checks your spelling as you type in any application; Findswell, remembers the location of frequently-used documents; Medical, Legal, Science, Geographical, Expanded dictionaries for Microsoft Works and others.

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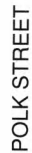
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5002	Computer Currents	5404	Learning Services, Inc.	5740	Software Security, Inc.
5004	Graphsoft	5405	Abra MacDabra Software Co.	5741	Asante Technologies, Inc.
5005	Traveling Software, Inc.	5407	ComputerWare	5744	ARTBEATS
5007	Dream Maker Software	5410	Wacom, Inc.	5745	Ensign Systems
5102	Qume Corp.	5416	Studiosonics, Inc.	5746	Reference Software International
5110	Accel Computer Corp.	5418	Letraset	5748	ExperTelligence, Inc.
5116	Seiko Instruments USA, Inc.	5422	Chinon America, Inc.	5750	G.E. Rental/Lease
5122	Systems Connection	5423	DPI	5756	Nikon Electronic Imaging
5124	Accolade Software	5424	Newbridge Microsystems	5800	DuPont Company
5128	Apple Computer Australia Sponsored Developers	5428	Frame Technology Corp.	5801	Interactive Media Technologies, Inc.
5131	Welcom Software	5436	Beacon Technology, Inc.	5804	DuPont
5132	Palo Alto Software	5437	Highlighted Data	5807	Dr. Mac, Inc.
5138	Xecom, Inc.	5438	Printware, Inc.	5810	Adaptec, Inc.
5140	Softdisk Publishing	5439	Timeworks, Inc.	5814	SAS Institute, Inc.
5142	MEDIA Technologies	5441	Moose Software	5817	Pastel Development
5143	Koala Technologies	5442	SPSS, Inc.	5818	Fisher Idea Systems, Inc.
5145	Peachpit Press	5444	Lexpertise Linguistic Software	5819	Wadsworth, Inc.
5147	RightSoft	5448	Serius Corp.	5820	InterMap, Inc.
5148	Caere Corp.	5500	Association of Apple 32 Users	5821	Creative Solutions, Inc.
5149	Bear Rock Technologies	5501	Vertical Solutions	5823	CTA, Inc.
5151	Systems Intergration Magazine	5502	Sampo Corp. of America	5826	ACI Computer Assessories
5202	Maynard Electronics An Archive Company	5503	Andromeda Computer Systems, Ltd.	5827	iDS Systems, Inc.
5203	Tulin Corp.	5505	Key Tronic Corp.	5828	Princeton Publishing Labs, Inc.
5205	Passport Designs, Inc.	5506	TGS Systems	5829	California Freeware
5210	GDT Softworks, Inc.	5507	Layered, Inc.	5830	Franklin Software
5212	Network Resources Corp.	5510	Photonics Corp.	5832	Diaquest, Inc.
5216	DataPad Corp.	5516	800-Software	5833	Night Diamonds Software
5218	SYNEX	5522	SBT Corp.	5834	Delta Tao Software, Inc.
5222	Zero Halliburton (EDC)	5524	Hyphen, Inc.	5836	MapInfo Corp.
5223	Advanced Remote Technologies, Inc. (ARTI)	5528	Maya Computer Company	5837	Central Point Software, Inc.
5224	Tutorland	5536	Computer Graphics Review	5838	Artist Graphics
5225	Working Software/Lifetree Software	5537	MicroMax International Corp.	5839	Array Technologies, Inc.
5227	Technology Works	5538	Micro Electronic Technologies	5842	Bureau of Electronic Publishing, The
5229	TeleTypesetting Company	5542	Wallaby/Outbound Systems, Inc.	5843	Lynx Computer Products
5233	Metropolis Software, Inc.	5543	Supra Corp.	5847	Merritt Computer Products
5235	Image Systems Technology, A Scion Company	5547	Unibind Systems	5848	Prodigy Services Company
5236	Logical Operations	5551	Videographics Corp.	5849	Somak Software
5238	Salient	5553	Deft	5855	Marstek, Inc.
5240	Rainbow Technologies	5600	Complete PC, The	5907	Petroglyph, Inc.
5241	ADIC	5601	Basic Needs, Inc.	5910	Champion Business Systems
5247	Altra	5603	Kennect Technology	5911	Sanctuary Woods, Inc.
5248	Procom Technology, Inc.	5604	Golden Triangle Computers, Inc.	5912	Computer Sciences Corp.
5302	ColorDex	5607	Orbit Systems	5913	Tree Star, Inc.
5306	Language Quest Software	5610	Bitstream, Inc.	5914	Laser's Edge, Inc.
5310	Micron Technology, Inc.	5611	Varcon Systems, Inc.	5915	Sayett Technology
5316	Voyager Company, The	5616	Computer Accessories/Proxima	5917	KPMG Peat Marwick/EXIS (Executive Integrated Services)
5322	RagTime USA	5618	GreenSpring Computers, Inc.	5918	Peter Norton Computing
5323	Sophisticated Circuits, Inc.	5622	Ikegami Electronics (USA), Inc.	5919	MicroFrontier Inc.
5324	Data Spec	5628	Linotype Co.	5921	Federal Computer Week
5325	Transitional Technology, Inc.	5637	Mouse Systems Corp.	5923	Montage Publishing, Inc.
5327	Creative Software	5638	Educational Resources	5924	Precision Line, Inc.
5328	Reactor	5642	Lite-On, Inc.	5926	MACsetra Technologies International, Inc.
5336	Presentation Electronics Inc.	5648	Newer Technology	5927	Computer Literacy Foundation
5338	Toshiba America Information Systems, Inc.	5700	Olduvai Corp.	5928	Roland Digital Group
5341	Bruning	5704	Lasergraphics, Inc.	5929	Intermark Group Limited, The
5344	Kelly Temporary Services	5710	Visual Business Systems, Inc.	5931	Probero Innovation AB
5350	OCE Graphics	5712	Innovative Systems, Inc.	5932	AlphaGraphics Printshops Of The Future
5400	White Pine Software, Inc.	5716	Aperture Technologies, Inc.	5934	Practical Solutions, Inc.
		5720	Lawrence Productions, Inc.	5936	Voyager Company, The
		5722	Quintus Computer Systems	5942	Software Innovations, Inc.
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FULTON STREET



Brooks Hall & Civic Auditorium

MACWORLD Expo
San Francisco
April 11-13, 1990

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Booth	Company Name	Booth	Company Name	Booth	Company Name
45	Electronic Publishing & Printing	313	Kensington Microware, Ltd.	939	MicroNet Technology, Inc.
46	FlipTrack Learning Systems	319	DataViz, Inc.	944	Personal Training Systems
47	Power Up Software Corp.	322	O.C.E.A.N. Microsystems, Inc.	945	DMA
49	Strata, Inc.	325	Eastman Kodak Company	948	CheckMark Systems, Inc.
51	Invention Software, Corp.	331	Thunderware, Inc.	949	FWB, Inc.
53	Racet Computes, Ltd.	343	Intergraph Corp.	1007	Claris Corp.
56	Logitech, Inc.	349	Abacus, Inc.	1017	Aldus, Corp.
58	Digital Vision, Inc.	407	Novell, Inc.	1021	Williams & Macias, Inc.
59	Disini Software, Inc.	431	Dantz Development Corp.	1027	Odesta Corp.
60	ImaTeQ Systems Corp.	435	Magic Software, Inc.	1041	Avatar Corp.
61	Macintosh-Aided Design/ Auerbach Publishers	437	Design Science, Inc.	1044	MacTech Quarterly
62	MathSoft, Inc.	439	Personal Bibliographic Software, Inc.	1046	h-three Systems Corp.
64	Prism Technologies, Inc.	443	Computer Associates International, Inc.	1048	Avery Commercial Products Division
68	Carina Software	449	Imagine That, Inc.	1049	MASS Micro Systems
69	Cayman Systems	507	Oracle Corp.	1120	Prometheus Products, Inc.
100	Aries Systems, Corp.	518	Canon USA, Inc.	1121	Paragon Concepts, Inc.
102	Kaetron Software Corp.	519	ABATON/A Subsidiary of Everex Systems, Inc.	1127	Capilano Computing Systems, Ltd.
104	HyperLink Magazine	519	EMAC-A Division of Everex Systems	1129	AIsoft, Inc.
106	OCR Systems, Inc.	525	Ashton-Tate	1133	SYSTAT, Inc.
107	Goldstein & Blair	528	ZEDCOR, Inc.	1135	Computer Expressions
108	MacProducts USA	534	WordPerfect Corp.	1139	GCC Technologies, Inc.
109	Microlytics, Inc.	535	Paracomp	1147	Micro Dynamics, Ltd.
114	NoRad Corp.	541	PMC Telesystems, Inc.	1207	Macworld Communications
116	In Focus System, Inc.	543	DisCopyLabs	1217	T/Maker Company
119	Individual Software, Inc.	547	LaserMAX Systems	1220	I/O Design, Inc.
121	International Datawares, Inc.	607	Orange Micro, Inc.	1221	Personal Computer Peripherals Corp. (PCPC)
122	American Power Conversion Corp.	613	Dynamac Computer Products, Inc.	1226	MacTutor
124	Alisa Systems, Inc.	619	BMUG	1227	Apple Computer, Inc.
128	Dow Jones & Company, Inc.	625	La Cie, Ltd.	1228	Kent*Marsh, Ltd.
129	Barneyscan Corp.	635	ComputerWare	1232	COMPUnearring, Inc.
130	TreeAge Software, Inc.	640	Micro Planning International	1239	Xerox Imaging Systems
132	Mountain Lake Software, Inc.	649	Wolfram Research, Inc.	1249	KMW Systems Corp.
133	Niles & Associates, Inc.	717	Spectrum HoloByte	1316	Panamax
134	Smack-a-Mac!	723	Macintosh Buyer's Guide, The	1317	High Performance Systems, Inc.
135	MacAcademy	727	Solutions, Inc.	1318	Flexware
136	JAM Software	733	SuperMac Technology	1319	Engineered Software
138	Portfolio Systems, Inc.	743	Delta Point, Inc.	1321	CompServeCo.
140	Shiva Corp.	748	Macintosh News - a CMP Publication	1321	Microspot
143	Deneba Software, Inc.	749	Now Software	1321	Threshold Publishing
144	Ceres Software, Inc.	807	Microsoft Corp.	1339	Microtech International, Inc.
206	Virginia Systems, Inc.	819	Great Plains Software	1348	1st Desk Systems, Inc.
207	Storage Dimensions	820	Heizer Software	1349	DCA
208	Survivor Software Ltd.	822	Pre-Owned Electronics, Inc.	1407	EDUCORP
217	Pro Plus Software, Inc.	824	MicroStore, Inc.	1411	Publish Magazine
218	Perceptics Corp.	825	Bröderbund Software, Inc.	1416	Spinnaker Software
220	ProVue Development Corp.	845	Mitsubishi International Corp.	1417	IDD/Innovative Data Design, Inc.
223	Crosby Creations	849	SCITOR Corp.	1421	Infosphere, Inc.
225	Macintosh Video News, Inc.	907	Silicon Beach Software	1427	Radius, Inc.
229	Sharp Electronics Corp.	917	Dayna Communications, Inc.	1447	Blyth Software, Inc.
234	MECA Ventures, Inc.	923	MACUSER/MACWEEK	1506	Computer Friends, Inc.
235	CalComp, Inc.	931	CE Software	1507	Acius, Inc.
243	NEC Home Electronics			1510	Great Wave Software
249	TrueVision, Inc.				
307	Computer Selection				

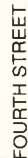
Exhibitor List

Numerically

Moscone

Booth	Company Name	Booth	Company Name	Booth	Company Name
1517	Cognition Technology Corp.	1943	National Instruments Corp.	2531	Graphisoft
1521	Mainstay	1946	XOR Corp.	2536	Sumo Systems
1527	Farallon Computing, Inc.	1947	Answer Source, The	2537	Dynaware Corp.
1538	Hayes Microcomputer Products, Inc.	1948	Pacer Software, Inc.	2538	New Horizons Software, Inc.
1539	Addison-Wesley Publishing Company	1949	Prescience Corp.	2543	Microcom Software Division
1547	Softsync, Inc.	2031	Insignia Solutions, Inc.	2549	CMS Enhancements, Inc.
1551	Madson Line, The	2037	Quark, Inc.	2607	Personal Publishing Magazine
1607	Siclone Sales & Engineering Corp.	2040	Total Systems	2611	MacSema
1613	Casady & Greene, Inc.	2042	Custom Applications, Inc.	2613	Monotype Typography, Inc.
1616	Levco	2044	Palomar Software	2617	Tri-Data Systems, Inc.
1619	Informix Software, Inc.	2045	AEC Management Systems, Inc.	2621	ASD Software, Inc.
1629	DayStar Digital, Inc.	2046	Vamp, Inc. (McCAD)	2623	LAN Times
1637	MacroMind, Inc.	2049	Aladdin Systems, Inc.	2700	Nolo Press, Inc.
1638	InfoWorld	2107	RasterOps Corp.	2701	AESP, Inc.
1646	Lotus Development Corp.	2116	Electronic Arts	2702	Personal Writer, Inc.
1650	GTCO Corp.	2117	PLI (Peripheral Land, Inc.)	2703	Circuit Research Corp.
1707	Adobe Systems Inc.	2125	cc:Mail, Inc.	2705	Microseeds Publishing, Inc.
1710	Ergotron, Inc.	2129	Mobius Technologies, Inc.	2708	MacTemps
1721	National Semiconductor Corp.	2137	Fifth Generation Systems, Inc.	2709	Connectix Corp.
1725	E-Machines, Inc.	2143	Varityper	2710	Digidesign, Inc.
1731	Irwin	2144	Image Club Graphics, Inc.	2711	Coda Music Software
1743	Boston Computer Society	2148	Abacus Concepts, Inc.	2713	Advent Computer Products, Inc.
1747	Chang Labs	2149	Microtek Lab, Inc.	2714	Chartmasters, Inc.
1807	Howard W. Sams & Co.	2207	Hewlett-Packard	2715	Opcode Systems
1811	Satori Software	2215	Visual Information Development, Inc.	2716	Ars Nova Software
1817	Aapps Corp.	2219	Tektronix, Inc.	2719	C.A.R., Inc.
1821	Second Wave, Inc.	2225	Pinnacle Micro, Inc.	2720	ComputerLand/Infomax Management Group
1823	Relax Technology, Inc.	2226	Benchmark Labs, Inc.	2721	Sun Remarketing
1829	Gimeor	2228	MacBusiness Journal/PIM Publications, Inc.	2725	TechGnosis, Inc.
1833	Dynamic Graphics, Inc.	2230	ON Technology, Inc.		
1837	Strawberry Tree, Inc.	2231	Articulate Systems, Inc.		
1841	Douglas Electronics, Inc.	2237	Ehman		
1842	Somak Software	2243	Presentation Technologies		
1847	Strategic Mapping, Inc.	2249	Schlumberger CAD/CAM		
1849	Advanced Gravis Computer Technology, Inc.	2315	Rodime Systems		
1906	Americal Group Computer Products, Inc.	2323	ICOM Simulations, Inc.		
1907	TOPS, Division of Sun Microsystems	2331	MegaGraphics, Inc.		
1910	Language Systems Corp.	2337	Multi-Ad Services, Inc.		
1912	Help Software, Inc.	2343	Nuvotech, Inc.		
1917	Symantec, Corp.	2349	Berkeley Systems, Inc.		
1918	Timeslips Corp.	2407	AGFA Compugraphic Division		
1920	Shana Corp.	2413	Datadesk International		
1924	Sopris Softworks	2419	QMS, Inc.		
1925	CompuServe Inc.	2425	Iomega Corp.		
1926	Tecmar	2431	Northern Telecom, Inc.		
1930	MacCable	2437	New Wave Executive Corp.		
1931	Altsys Corp.	2439	Zondervan Electronic Publishing		
1932	CompuCover®	2443	nView Corp.		
1936	TPS Electronics	2448	Synergy Software		
1937	Dove Computer Corp.	2449	Maxem Corp.		
1940	Bright Star Technology	2519	MicroTouch Systems, Inc.		
		2525	BDT Products, Inc.		

MACWORLD Expo
San Francisco
April 11-13, 1990



Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
020/030 RailGun Accelerator	108 MOS	ACM2-10-40 Board	1837 MOS	Art Clips	5700 B&C
1 Meg Simm	5538 B&C	ACM2-10-160 Board	1837 MOS	Art Fonts	5700 B&C
1-Meg Simm's	108 MOS	ACM2-12 Hardware	1837 MOS	Art Importer, The	1931 MOS
1MB SIMMs	5648 B&C	ACM2-16 Hardware	1837 MOS	Artisan	235 MOS
1st BBS	1348 MOS	ACSE-12 & ACSE-16 Boards	1837 MOS	ASP	5604 B&C
1st Desk System 4.1	1348 MOS	Action!	5748 B&C	Atlas*Map Maker	1847 MOS
1st Key	1348 MOS	ActRoom CD ROM	2144 MOS	atOnce!	5507 B&C
1st Merge 4.1	1348 MOS	Address Book Plus	47 MOS	Audiomedia	2710 MOS
1st Port 4.1	1348 MOS	Adobe Illustrator	1707 MOS	Autographix Overnight Slide Service	2714 MOS
1st Scan 4.1	1348 MOS	Adobe Photoshop	1707 MOS	Auto Outlet Strip	2611 MOS
1st Team 4.1	1348 MOS	Adobe Streamline	1707 MOS	AutoSave II, Backmatic, POWERIcons	435 MOS
1-2-4 Memory Expansion Boards	5914 B&C	Adobe Systems PostScript Language Series	1539 MOS	Avery Dot Matrix Labels	1048 MOS
4 mb Magic Simm's	108 MOS	Adobe Type Manager	1707 MOS	Avery Laser Diskette Labels	1048 MOS
4MB SIMMs	5648 B&C	Advanced Macintosh Programming/IS310	51 MOS	Avery Laser File Folder Labels	1048 MOS
4 Meg Memory Module (Simm)	5538 B&C	Advanced Security™	1849 MOS	Avery Laser Rectangular Address Labels	1048 MOS
4th & Inches - Football Simulation	5124 B&C	AEC Information Manager™	2045 MOS	Avery Laser Round Labels	1048 MOS
4th Help	1912 MOS	After Dark	2349 MOS	Avery Laser Transparencies	1048 MOS
10 packs of disks	619 MOS	AGFA Focus S800GSE Scanner	2407 MOS	Azimuth	5004 B&C
19" Color Display	733 MOS	Alchemy	5205 B&C	Bach Brandenburg Concerti CD Companion	5936 B&C
19" Gray Scale/Monochrome Display	733 MOS	AlisaMail	124 MOS	Backer 2.0	5441 B&C
19" Trinitron Color Display	733 MOS	AlisaTalk	124 MOS	BackFAX	507 MOS
25 in One Font Cartridge	5914 B&C	Alphabet Blocks	1940 MOS	BackPac	727 MOS
25 Mhz Accelerator Card	5424 B&C	Alphabits	607 MOS	Bar Code Fonts	1936 MOS
33 Mhz Accelerator Card	5424 B&C	AlphaScan - color display	5502 B&C	Bar Code Printing Software	1936 MOS
25/030 Accelerator II, IIX and IICX	1629 MOS	AlphaScan LS - color display	5502 B&C	Bar Code Readers	1936 MOS
33/030 Accelerator II, IIX and IICX	1629 MOS	Amanda Stories Volume 3	5936 B&C	BEAKER	5819 B&C
40/030 Accelerator II, IIX and IICX	1629 MOS	AME	1613 MOS	BEAM mac	1232 MOS
50/030 Accelerator II, IIX and IICX	1629 MOS	American Discovery	1510 MOS	Beethoven 9th Symphony CD Companion	5936 B&C
256K SIMMS	5648 B&C	Amiga 2500	2243 MOS	Bernoulli Box II 44™ for Macintosh, The	2425 MOS
720 IQ "Professional" Laser Imager	5438 B&C	Andrew Tobias' Managing Your Money	234 MOS	Bernoulli Portable for Macintosh	2425 MOS
1000 Sheet Paper Feeder	5914 B&C	Android Boot Camp	1946 MOS	Best Answer™	820 MOS
1440 Platesetter (Direct-to-Plate Platemaker)	5438 B&C	AnswerSource, The	1947 MOS	Best of BMUG disk pack	619 MOS
1989 Tax Templates	820 MOS	Anti Static Pads	223 MOS	Beyond Ascend and Xceed	5310 B&C
2400 Magic Modem	108 MOS	AntiToxin	1521 MOS	Biblio-Link®	439 MOS
2400 PF	5538 B&C	Aperture Visual Information Manager	5716 B&C	Big Thesaurus™ 1.0, The	143 MOS
2400 XF	5538 B&C	Apple III (Microprocessor/CPU)	2721 MOS	Birthday Book, The	60 MOS
9000 PS MAX PLUS RIP	2407 MOS	Apple Computers	2720 MOS	Bitstream Type Library for the Macintosh	5610 B&C
Abra 2000	5405 B&C	Apple Hi/Res® Mugs	1135 MOS	BluePrint	5004 B&C
AbraTrak	5405 B&C	Apple LaserWriter NT Laser Printer	5914 B&C	Bomb Shelter	2611 MOS
Accountant, Inc. Professional	1547 MOS	Apple Mac Portable	613 MOS	Bulk Mailer	1811 MOS
Accounts Payable	819 MOS	Apple Parallel Cables Assy.	5726 B&C	Business	944 MOS
Accounts Payable	5910 B&C	Apple SCSI Cables	5726 B&C	Business LaserPrinter	1139 MOS
Accounts Receivable with Invoicing	819 MOS	Apple SCSI Terminator	5726 B&C	Business MYSTAT	1133 MOS
Accounts Receivable	5910 B&C	Apple Security System	313 MOS	CA-Cricket Graph	443 MOS
ACCPAC Bedford Simply Accounting	443 MOS	Apple Serial Cables Assy.	5726 B&C	CA-Cricket Presents	443 MOS
Accutext	1239 MOS	Apple Switch Boxes	5726 B&C	CA-Cricket Stylist	443 MOS
		Apple Talk Adaptors & Cable Assy.	5726 B&C	CA-Disspla	443 MOS
		ArchiCAD	5003 B&C	CALCULUS T/L	5819 B&C
		Architron II - Series 5	5737 B&C	Calendar Creator	47 MOS
		Array Scanner - One	5839 B&C	CalendarMaker™	931 MOS

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
California Incorporator	2700 MOS	Cobra 45e External Hard Disk Drive	2315 MOS	CPS	5704 B&C
California Nonprofit Corporation Handbook, The	2700 MOS	Cobra 45i Internal Hard Disk Drive	2315 MOS	Cruiser™, The	2226 MOS
Calling Card Modem	5223 B&C	Cobra 70e External Hard Disk Drive	2315 MOS	CrystalPrint Publisher	5102 B&C
Calypso™	132 MOS	Cobra 70i Internal Hard Disk Drive	2315 MOS	CrystalPrint Publisher II	5102 B&C
CAMM-1 Desktop Sign Maker	5928 B&C	Cobra 100e External Hard Disk Drive	2315 MOS	Crystal Quest/Critter Editor	1613 MOS
CAMS II	1912 MOS	Cobra 100i Internal Hard Disk Drive	2315 MOS	CTS-4L	5325 B&C
Cancerlit®	100 MOS	Cobra 210e External Hard Disk Drive	2315 MOS	CTS-4M	5325 B&C
Canned Art: Clip Art for the Macintosh, by Erfert Fenton and Christine Morrisett	5145 B&C	Cobra 210i Internal Hard Disk Drive	2315 MOS	CTS-4PC	5325 B&C
Canon LBP-4	5914 B&C	CODESCAN Bar Code Readers	5149 B&C	CTS-8000L	5325 B&C
Canon LBP-8 II	5914 B&C	Color Card/24 and Graphics Accelerator	733 MOS	CTS-8000M	5325 B&C
Canvas™ 2.1	143 MOS	Color Hand Scanner	5510 B&C	CTS-8000 PC	5325 B&C
Capture	1521 MOS	Colorizer	2044 MOS	Curator, The	727 MOS
Carbon Copy Mac	2543 MOS	Color Laser Copier 500	518 MOS	Curtis Clip	1407 MOS
Cases	5222 B&C	ColorMaster	235 MOS	D B Designer	60 MOS
CashLedger	948 MOS	ColorSet	5416 B&C	Daiquiri	2611 MOS
CAT III	1747 MOS	ColorSnap-32	1506 MOS	DarkRoom CD ROM	2144 MOS
Cause	2449 MOS	ColorSpace II	1049 MOS	DATA™	130 MOS
CD Caddies	1407 MOS	Color Space FX	1049 MOS	DataClub Dedicated Server and PC Gateway	137 MOS
CD Companion Series	5936 B&C	ColorStudio	5418 B&C	DataClub for Macintosh	137 MOS
CD-ROM/Audio Drives (CDS-430 & CDS-431)	5422 B&C	Comment™ 2.0	143 MOS	DataClub Security	137 MOS
CD-ROM Drive	5248 B&C	Compileit!	820 MOS	Datacopy GS Plus	1239 MOS
CGC II Graphics Boards	1221 MOS	Complete Half-Page Scanner for the Macintosh, The	5600 B&C	Data Desk Version 3.0	1027 MOS
CheckMark Payroll	948 MOS	Complete Page Scanner for the Macintosh, The	5600 B&C	DataFrame 20MG - 600MG	733 MOS
ChromaScript	2407 MOS	Components Accounts Payable	1811 MOS	Data Management	944 MOS
CineMac Video Card	2331 MOS	Components Accounts Receivable	1811 MOS	Data Pad	5216 B&C
CIS-3510™	129 MOS	Components General Ledger	1811 MOS	DataPak	1049 MOS
CIS-4520™	129 MOS	Compression Toolkit™	2049 MOS	DataPak II	1049 MOS
CIS-ColorKey™	129 MOS	CompuServe Information Manager	1925 MOS	DATAPak IIcx	1049 MOS
CIS-Gallery™	129 MOS	CompuServe Information Service	1925 MOS	DataVault	1926 MOS
Clairvoyant	5700 B&C	CompuServe Navigator	1925 MOS	D.A.T. Drive	5248 B&C
ClickArt® Business Cartoons	1217 MOS	Computer Carry Cases	223 MOS	DatStream	1221 MOS
ClickArt® Business Images	1217 MOS	ComputerEyes - Video Digitizer	58 MOS	DaynaFILE	917 MOS
ClickArt® (Business Images, Effects, and more)	5638 B&C	Computer Graphics Review Magazine	5536 B&C	Dayna Floppy Drive for SCSI Common Command Set	917 MOS
ClickArt® Christian Images	1217 MOS	ConcertWare+	1510 MOS	DaynaMAIL for IBM PC's or Compatibles	917 MOS
ClickArt® EPS Animals & Nature	1217 MOS	ConcertWare+ MIDI	1510 MOS	DaynaMAIL for Macintosh	917 MOS
ClickArt® EPS Business Art	1217 MOS	Congress Stack™	5437 B&C	DaynaNET	917 MOS
ClickArt® EPS Illustrations	1217 MOS	ContextHelp	1912 MOS	DaynaTALK for Macintosh	917 MOS
ClickArt® Holidays	1217 MOS	Copymate	1239 MOS	DaynaTALK MicroChannel Card - for IBM PS/2	917 MOS
ClickArt® Personal Graphics	1217 MOS	Cordless Mouse, The	5934 B&C	DaynaTALK PC card for IBM PC's and Compatibles	917 MOS
ClickArt® Publications	1217 MOS	Cordless Trackball, The	5934 B&C	DayStar Accelerators	1629 MOS
ClickPaste	1521 MOS	Core Journals MEDLINE®	100 MOS	dBASE MAC	525 MOS
Clipables: the EPS Graphics History	2719 MOS	Cosmic Osmo	5638 B&C	DCA MacIRMA	1349 MOS
ClipShare	5700 B&C			DCA MacIRMA API (Application Programming Interface)	1349 MOS
Clptures, Volume 1 - Business Images	5007 B&C			DCA MacIRMA Graphics	1349 MOS
Clptures, Volume 2 - Business Images 2	5007 B&C			DCA MacIRMA Workstation (MacIRMA WS)	1349 MOS
Clptures, Volume 3 - Sports	5007 B&C			Deft	5553 B&C
CMS DS/DD Micro Diskettes	5223 B&C			Deju Vu II	5638 B&C
CN-20, Color Display Monitor	5622 B&C			DeltaGraph	743 MOS
				Denon CD-ROM Drives	1407 MOS

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Descartes™	5820 B&C	DisplayServer™ SE FPD	5000 B&C	Duel: Test Drive II - Racing Simulation, The	5124 B&C
Design	1133 MOS	DisplayServer™ SE-TV	5000 B&C	Duplication Equipment	121 MOS
DesignStudio	5418 B&C	Display Systems	1725 MOS	Duplication Services	121 MOS
DeskTop Art™ EPS	1833 MOS	DOS Connect	140 MOS	Dust Covers	223 MOS
Desktop Express	128 MOS	DOS Dial-In	140 MOS	Dust Covers	1932 MOS
Desktop Help for Excel	1912 MOS	DOS Mounter	917 MOS	Dynamac SE	613 MOS
Desktop Help (The Help Engine)	1912 MOS	Double Helix Version 3.0	1027 MOS	Dynamac SE/30	613 MOS
DEST PC Scan 2000 Edgefeed	1649 MOS	Douglas CAD/CAM	1841 MOS	DynaPerspective	2537 MOS
DEST PC Scan 3000 Flatbed	1649 MOS	Dove Fax/Data Modems	1937 MOS	Dynodex - The Instant Address Book	138 MOS
Publish Pac	1649 MOS	Dow Jones Desktop Express	128 MOS	Dynodex - The Instant Address Book Paper	138 MOS
Diconix 150 Plus	325 MOS	Dow Jones E-Z Online	128 MOS	Easy Color Paint	5327 B&C
Diconix M150	325 MOS	Dow Jones Market Analyzer PLUS	128 MOS	Editorial Advisor	5907 B&C
Digicard	5128 B&C	Dow Jones Market Manager PLUS	128 MOS	Educational	944 MOS
Digi-Pad® with ADB Option™	1650 MOS	Dow Jones News/Retrieval Membership Kit	128 MOS	Educorp CD-ROM 4.0	1407 MOS
Digit Art Clip Art E.P.S.	2144 MOS	DPI 44 Removable	5423 B&C	Electronic Map Cabinet™	5437 B&C
Digit Art Clip Art P.I.C.T.	2144 MOS	Dr. Macintosh: Tips, Techniques, and Advice on Mastering the Macintosh	1539 MOS	Encore	5205 B&C
Digitizer - ComputerEyes	58 MOS	DrawTools	535 MOS	EndLink	133 MOS
Digital Darkroom	907 MOS	DrawingBoard	235 MOS	EndNote	133 MOS
Dimensions Design	2215 MOS	DrawingCard	235 MOS	Enhance	5919 B&C
Dimensions Interpreter DXF	2215 MOS	DrawingMaster	235 MOS	Erasable Optical Drive	5248 B&C
Dimensions Interpreter MacBrand IGES	2215 MOS	Drive 2.4	5603 B&C	Ergotron Design Station	1710 MOS
Dimensions Interpreter Postscript	2215 MOS	DS-2000 & DS-3000 Image/Text Scanners	5422 B&C	Ergotron Desk Attachable WorkstationWorkstation	1710 MOS
Dimensions Interpreter Super 3D	2215 MOS	DSC-1050S, Digital Scan Converter	5622 B&C	Ergotron Free Standing Workstation	1710 MOS
Dimensions Interpreter Versacad	2215 MOS	DSP56ADC 16EVB A/D Converter Evaluation Board	5403 B&C	Ergotron Wall Mount Workstation	1710 MOS
Dimensions Presenter	2215 MOS	DSP56KCC 56000/1 "C" Compiler	5403 B&C	EtherGate	140 MOS
Dimensions RayTrace	2215 MOS	DSP56KEMULTRCABL DSP56000/1 Emulator Cable	5403 B&C	Ethernet I/F	5810 B&C
Dimensions Render Man	2215 MOS	DSP56ADC16 16 bit Sigma Delta A/DDelta A/D Converter	5403 B&C	European MacProof - French	5444 B&C
Dimensions Volume 1	5744 B&C	DSP56000ADS Application Development System	5403 B&C	European MacProof - German	5444 B&C
Dimensions Volume 2	5744 B&C	DSP56000CLAS Assembler & Simulator Software	5403 B&C	EVE	5240 B&C
Direct Drive	507 MOS	DSP56000/1 24-bit General Purpose Fixed Point Digital Signal Processing Integrated Circuit	5403 B&C	Excel 2.2	5236 B&C
DirectOptical	507 MOS	DSP56200 Cascadable Adaptive FilterIntegrated Circuit	5403 B&C	eXodus	5400 B&C
DirectServe	507 MOS	DSP96000CLAS Assembler & Simulator Software	5403 B&C	Exotica ROM	1407 MOS
DirectTape	507 MOS	DSP96002 32-bit IEEE Floating Point Digital Signal Processing Integrated Circuit	5403 B&C	ExpanSE	1821 MOS
Discovery/030 Workstation	2040 MOS	DS-Steel	1232 MOS	Expanse II	1821 MOS
Disk Book	824 MOS	DT Presentations	2243 MOS	Expanse II/SA	1821 MOS
Disk Cases	121 MOS			Expanse II/SE30	1821 MOS
Disk Doubler	5238 B&C			ExpanSE/30	1821 MOS
Disk Lock	2137 MOS			ExpanSE Home BaSE	1821 MOS
Disk Totes (California)	134 MOS			Expanse NB4	1821 MOS
Disk Wallets	223 MOS			Expanse NB4/SA	1821 MOS
Disk Wallets	1932 MOS			ExpanSE Plus	1821 MOS
Diskette Gazette	121 MOS			ExperAction!	5748 B&C
Diskettes	121 MOS			ExperCommon Lisp	5748 B&C
Diskettes	5142 B&C			Expert Advisor: Excel for the Macintosh Version 2.2	1539 MOS
DiskFit, Network Diskfit	733 MOS			Expression Chooser Driver	2243 MOS
DiskTop™	931 MOS			Expressionist	1949 MOS
DiskWorld & DT Publisher	5140 B&C			Exstatix	1847 MOS
Display PostScript	1707 MOS			Extend	449 MOS
DisplayServer™ II	5000 B&C			Extend Manufacturing Library	449 MOS
DisplayServer™ Plus	5000 B&C			Extender DialogHandler	51 MOS
DisplayServer™ SE	5000 B&C				
DisplayServer™ SE/30	5000 B&C				
DisplayServer™ SE/Accel	5000 B&C				

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
External Hard Drive Series	5278 B&C	FV-540, Video Floppy Disk Drive	518 MOS	HyperTMON	2323 MOS
External Hard Drives	5827 B&C	FX Hard Disks	1139 MOS	HyperTutor	47 MOS
External Hard Drives for the Mac Portable	5827 B&C	GALILEO/PLUS Video Card	2040 MOS	Hyphen Software RIP & Hyphen Hardware RIP	5524 B&C
E-Z Online	128 MOS	GALILEO/SE Video Card	2040 MOS	ICON-IT! 2.0	5700 B&C
Ezee DA's	136 MOS	GatorBox	69 MOS	ICP Mac II Communications	607 MOS
Falcon	717 MOS	GatorCard E/II	69 MOS	IdeaFisher	5818 B&C
Family Builder	1931 MOS	GatorMail-Q	69 MOS	Processor	
FannyMac QT	2129 MOS	GatorPrint	69 MOS	Image Grabber	2713 MOS
Farallon Portable Pack	1527 MOS	GatorShare 1.5	69 MOS	Image Q3.0 (Software)	2243 MOS
FASTAT	1133 MOS	Gemini	5604 B&C	ImageStudio	5418 B&C
Fastback II	2137 MOS	Gemini 020/030 Accelerator	2040 MOS	INCREDIBLE INTERACTIVITY	2049 MOS
Fastback Tape	2137 MOS	Gems of the Word	5436 B&C	Industry Pack™	5618 B&C
Fast Break - Basketball Simulation	5124 B&C	General Ledger	819 MOS	Informed Designer & Informed Manager	1920 MOS
Fast Cache IIci	1629 MOS	General Ledger	5910 B&C	Inner Drive	507 MOS
FASTdrive	5648 B&C	Genesis 6000i	5926 B&C	In/Out	931 MOS
FastEnvelope	5501 B&C	GeoQuery Version 2.0	1027 MOS	Inside AppleTalk	1539 MOS
FastForms	47 MOS	GetHelp for Excel	1912 MOS	Inside Macintosh, Volumes I-V	1539 MOS
FastLabel 2.0	5501 B&C	Glacier's Way	5720 B&C	"Inside PostScript", by Frank Braswell	5145 B&C
FastMail	5501 B&C	"Go ahead...Mac my day" Poster	134 MOS	Insight Expert Accounts Payable	5507 B&C
Fastnet Ethernet Connectivity Products	1937 MOS	Gofer 2.0	109 MOS	Insight Expert Accounts Receivable and Billing	5507 B&C
Fast Pad	824 MOS	GoScript	5914 B&C	Insight Expert General Ledger	5507 B&C
FastTrack Schedule™	2045 MOS	GPB-422CT	1943 MOS	Insight Expert Inventory	5507 B&C
FAXGATE	727 MOS	GPB-SE	1943 MOS	Insight Expert Payroll	5507 B&C
Felix	5247 B&C	Grammatik Mac	5746 B&C	Insight Expert Time Billing	5507 B&C
FileGuard Extended Edition	2621 MOS	Grand Prix Circuit - Racing Simulation	5124 B&C	Insight OneWrite	5507 B&C
FileWise	5441 B&C	Grant Manager	133 MOS	Inspiration 2.0 - The Thought Processor	144 MOS
Finale	2711 MOS	Graphic KRS	5732 B&C	InterBridge	1538 MOS
FirePower	5604 B&C	Graphics/Desktop Publishing	944 MOS	interFACE	1940 MOS
First Link Instant Appletalk Network StarterKit	5324 B&C	Grappler 9 Pin	607 MOS	INTERFax 24/96 Fax MODEM	519 MOS
FlexFAX 9600	2703 MOS	Grappler LS	607 MOS	Internal Hard Drive Series	5248 B&C
FlexFAX 9624	2703 MOS	Grappler LX	607 MOS	Internal Hard Drives	5827 B&C
FlexFAX Personal	2703 MOS	Grappler Spooler	607 MOS	Internal Hard Drives for The Mac Portable	5827 B&C
FlexiGraphs	5913 B&C	Great Gantt!	5611 B&C	Internal Hard Drives for the Macintosh Plus	5827 B&C
Flexware Accounting Series	1318 MOS	Grizzly UPS	5223 B&C	International FrameMaker® 2.0	5428 B&C
Fluent Fonts 2.0	1613 MOS	Grooves	5205 B&C	Introduction to Macintosh Programming/IS110	51 MOS
Fluent Laser Fonts	1613 MOS	Guided Tour of Works & Guided Tour of Excel	820 MOS	Inventory	5910 B&C
Fontastic Plus	1931 MOS	Guinness Disk of World Records - CD ROM	1407 MOS	Inventory and Purchase Order	819 MOS
Fontographer 3.0	1931 MOS	HandOff II	5942 B&C	InvoicIt	208 MOS
FontPaks	2144 MOS	Happy Mac! Computer Covers	134 MOS	IP/Gate	5212 B&C
FontShare 2.0	5700 B&C	Hard Disks/Storage	2237 MOS	IX-30F Scanner	518 MOS
FontStudio	5418 B&C	Hardball! - Baseball Simulation	5124 B&C	Jack Nicklaus' Greatest 18 Holes of Major Championship Golf	5124 B&C
For The Record	2700 MOS	HARDPAC™	1849 MOS	JetLink Express	5210 B&C
Formulator	2323 MOS	HardTops™	5601 B&C	Jet Stream	1221 MOS
Fortran Compiler 2.0	1910 MOS	HFS Backup	1221 MOS	JMP™ Software	5814 B&C
FRAME mac	1232 MOS	HLM Client Referral Service	104 MOS	Job Cost	819 MOS
FrameMaker® 2.0	5428 B&C	HP-Laserjet II	5914 B&C	Job Costing	5910 B&C
Freedom of Press	2042 MOS	Hydro Mac	1232 MOS	Job Estimating	5910 B&C
Freedom of Press - Postscript Software	2243 MOS	HyperAnimator	1940 MOS		
Front Desk	5507 B&C	HyperBible	5436 B&C		
Full Impact	525 MOS	HyperComposer	1539 MOS		
Full Page HandScan	1506 MOS	HyperGene	1321 MOS		
FullWrite Professional	525 MOS	HyperKRS	5732 B&C		
		Hypersource Micro	64 MOS		
		Hyper Tape II	1139 MOS		

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Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Katie's Farm	5720 B&C	LT200 LocalTalk Interface Board	1629 MOS	MacGRIDZO	1232 MOS
Keyboard Flip™	5601 B&C	Lunar Rescue	1946 MOS	MacImage	1239 MOS
Key Seels	223 MOS	Mac II 488 Board & Software	1837 MOS	MacInker	1506 MOS
KeySkin™ Keyboard Protectors	1932 MOS	Mac II add-on Serial/Parallel Hardware	5821 B&C	MacinStor Erasable Optical	207 MOS
KidsMath	1510 MOS	Mac II Color Video Controller	5110 B&C	MacinStor HCV Series External	207 MOS
KidsTime	1510 MOS	Mac IIcx Muzzle	1710 MOS	MacinStor Internal Series	207 MOS
KidsTime Supplement	1510 MOS	Mac IIx Muzzle	1710 MOS	MacinStor Write-Once Optical	207 MOS
KnowledgeFinder™ for MEDLINE and CANCERLIT®	100 MOS	Mac86	607 MOS	MacinStor ZFP Series External	207 MOS
Kodak CCD 1000 RGB Camera	325 MOS	Mac200	5400 B&C	MacInTax/Taxview Professional	5837 B&C
Kodak SV630 Interface Kit	325 MOS	Mac240	5400 B&C	MacInteriors	1321 MOS
Kodak SV6510 Color Video Printer	325 MOS	Mac241	5400 B&C	Macintizer ADB™	1650 MOS
Kodak XL 7700 Digital Continuous Tone Printer	325 MOS	Mac286 3.0	607 MOS	Macintosh II (used)	2721 MOS
Kyocera Toner Kits	5914 B&C	Mac2000	5212 B&C	Macintosh II System Stands and Cable Kit	313 MOS
Lab-NB	1943 MOS	Mac SE Muzzle	1710 MOS	Macintosh XL Computer (micro processor)	2721 MOS
Lab-SE	1943 MOS	MacAcademy Bootcamps 5-Day Training Seminars	135 MOS	Macintosh-Aided Design	61 MOS
LabVIEW 2	1943 MOS	MacAcademy Computer Hardware	135 MOS	Macintosh and Apple Forums	1925 MOS
LANDcalc	1232 MOS	MacAcademy Macintosh Training	135 MOS	Macintosh Anti Glare Filters	313 MOS
LANDesign	1232 MOS	MacAcademy News Digest	135 MOS	Macintosh Autoswitch	1506 MOS
Language Systems Fortran	1910 MOS	MacAcademy On-Site Corporate Training	135 MOS	Macintosh-based Systems Integration Services	5917 B&C
LapLink Mac III	5005 B&C	MacAcademy Training Workshops	135 MOS	Macintosh Bible, Second Edition, The	107 MOS
LapTop Carry Cases	223 MOS	MacAcademy Video Training Series	135 MOS	Macintosh Bible book/disk combination, The	107 MOS
Large Screen Monitor Stand	5601 B&C	MacBack 128	5241 B&C	Macintosh Bible disk, The	107 MOS
LaserFeeder	2525 MOS	MacBack 256	5241 B&C	Macintosh Cases	5222 B&C
LaserMAX 1000 Plain-Paper Typesetter	5236 B&C	MacBack 8000	5241 B&C	Macintosh Computers	307 MOS
Laser Printer Stand	5601 B&C	MacBallade	2537 MOS	Macintosh Computers	2720 MOS
Laser Scanners	1936 MOS	macBible	2439 MOS	Macintosh Computers (used)	2721 MOS
LaserServe	1421 MOS	MacBillboard™	931 MOS	"Macintosh Font Book, The" by Erfert Fenton	5145 B&C
LaserStor for Macintosh	207 MOS	MacBLITZ	5800 B&C	Macintosh Large Monitor Stands	313 MOS
Lasertalk	2531 MOS	MacBottom Hard Drives	1221 MOS	Macintosh News	748 MOS
LaserWriters (used)	2721 MOS	MacBravo!	2249 MOS	Macintosh Plus (used)	2721 MOS
"Learning PostScript: A Visual Approach", by Ross Smith	5145 B&C	Maccess Card Reader	2621 MOS	Macintosh Product Family & Services	1227 MOS
Legal Billing II	1811 MOS	MacCourses	1946 MOS	Macintosh Programming Journal, The	1226 MOS
LetraStudio	5418 B&C	MacDaisy Link	5210 B&C	Macintosh Programming Primer: Inside the Toolbox using THINK C	1539 MOS
LetterPress CD ROM	2144 MOS	MacDrums	2711 MOS	Macintosh Temporary Personnel	2708 MOS
LetterPress TypeVendor CD ROM	2144 MOS	MacEnvelope™ 5.0	5218 B&C	Macintosh Tilt/Swivel	313 MOS
LetterWriter Plus	47 MOS	MacEnvelope™ Plus Version 2.0	5218 B&C	Macintosh Video News	225 MOS
Levco RenderMan	1616 MOS	Mac Extension Kit	5324 B&C	Macinvoice™	5218 B&C
LFR	5704 B&C	MacFlash Cards - French	5306 B&C	MacKern	2323 MOS
LFR Plus	5704 B&C	MacFlash Cards - German	5306 B&C	MacLab	5128 B&C
Liaison	1421 MOS	MacFlash Cards - Latin	5306 B&C	MacLangelo 24-bit Graphics Board	1721 MOS
LightFax 9624	1506 MOS	MacFlash Cards - Russian	5306 B&C	MacLink Plus/PC	319 MOS
LightScan 300G	1506 MOS	MacFlash Cards - Spanish	5306 B&C	MacLink Plus/Translators	319 MOS
LightSpeed 9624E	1506 MOS	MacFlow	1521 MOS	MacLink Plus/Wang OIS	319 MOS
LinoTronic 200, 300	5628 B&C	MacForth Programming Language	5821 B&C	MacLink Plus/Wang VS	319 MOS
Lisa Computer (microprocessor)	2721 MOS	MacGallery	5007 B&C	MacList	136 MOS
Logical Connection, The	2137 MOS	MacGolf	1946 MOS		
LOGIT	1133 MOS	MacGolf	5638 B&C		
"Looking good in Print", by Roger C. Parker	5145 B&C	MacGolf Classic	1946 MOS		
Louvre Museum Laserstack & Videodisc	5936 B&C				

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MacLite Drives	5223 B&C	Magic Net	108 MOS	MEDLINE® Knowledge Finder™ on CD-ROM	100 MOS
MACLuggage	1220 MOS	Magic View Monitor/Card	108 MOS	Mega Drive	507 MOS
MacMainFrame Series	1041 MOS	Magnetic Stripe Encoders	1936 MOS	Mega Drive Base Unit	2702 MOS
MacMatrix software driver	5338 B&C	Magnetic Stripe Readers	1936 MOS	Mega Drive Pack	2702 MOS
MacMoney	208 MOS	Mail Mate	124 MOS	Mega Grabber	218 MOS
MacNet Cables	5223 B&C	Mail Order	944 MOS	MegaScreen 24-bit Color Display Systems	2331 MOS
Mac NewLife	5424 B&C	Mail Station Glue	727 MOS	MegaScreen Color Display Systems	2331 MOS
Mac NewLife 2 - Video Option	5424 B&C	"Makeover Book, The," by Roger C. Parker	5145 B&C	MegaScreen Greyscale Display Systems	2331 MOS
MacPhoneBook™ Version 2.0	5218 B&C	MakeTest®	132 MOS	MegaScreen Monochrome Display Systems	2331 MOS
MacPlot Series, The	1321 MOS	Manage That!	5611 B&C	MemChips™	2226 MOS
MacPlots II™	1319 MOS	MAPLE	5819 B&C	MemChips™ - 1 Mb	2226 MOS
MacPortable ROM/RAM Expansion Hardware	5821 B&C	MapMaker	1847 MOS	MemChips™ - 4 Mb	2226 MOS
MacPro™	5505 B&C	Marathon High Performance Accelerators	1937 MOS	MemChips™ - Portable	2226 MOS
MacProlog, flex for Macintosh	5722 B&C	Marco Polo	1521 MOS	Memory Upgrades	5227 B&C
MacProof 3.2.1	5444 B&C	Market Analyzer PLUS	128 MOS	Memorybank	2431 MOS
MacQwerty™	1121 MOS	Market Manager PLUS	128 MOS	MERCURY 030/PLUS Accelerator	2040 MOS
Mac Rascol Print	5704 B&C	MarkUp	1521 MOS	MERCURY 030/SE Accelerator	2040 MOS
MacRacquetball	1946 MOS	Mars128	5855 B&C	Meridian LANSTAR	2431 MOS
MacRecorder 2.0	1527 MOS	Masquerade	5833 B&C	Meridian Software Based Telephony (SBT)	2431 MOS
MacRIP®	5229 B&C	Master Piece Mac II	313 MOS	Metamorphosis	1931 MOS
MacRoad	1232 MOS	Master Tracks Jr.	5205 B&C	Metro DAT 1.3 Gigabyte Digitale Audio Tap	519 MOS
MacroMind Director Version 2.0	1637 MOS	Master Tracks Pro	5205 B&C	Metro Series Hard Disk Drives	519 MOS
MacSafe II	1228 MOS	Master Tuner	5503 B&C	Micro Dynamics, Ltd.	1147 MOS
MacSchedule	1521 MOS	MathCAD	62 MOS	microExplorer	5748 B&C
MacSCSI488 Controller & Software	1837 MOS	Mathematica	649 MOS	MicroNet DAT Backup System	939 MOS
MacSElerator	5648 B&C	MathType 2.0	437 MOS	MicroNet NuBus SCSI Host Adapter	939 MOS
MacServe	1421 MOS	MAUG	1925 MOS	MicroNet Rewritable Optical MicroNet SCSI Hard Disk Drives	939 MOS
MacShapes	1232 MOS	Mavis Beacon Teaches Typing	5638 B&C	MicroNet Tape Backups	939 MOS
MacSnap Memory Products	1937 MOS	Max 1	1316 MOS	Micro Planner/Micro Planner X-Pert	640 MOS
MacStack Removable	5223 B&C	Max 2	1316 MOS	MicroStation Mac	343 MOS
MacStack Series	5223 B&C	Max 4	1316 MOS	Microtech 68020 Accelerator	1339 MOS
Mac Switch	5324 B&C	Max 6	1316 MOS	Microtech External and Internal Nova Series Hard Drives	1339 MOS
MacTA6™	1121 MOS	MaxNotes	124 MOS	Microtech Intelligent File Server	1339 MOS
MacTech Quarterly Magazine	1044 MOS	MaxStream Tape Backup Systems	5202 B&C	Microtech OR650 Re-Writable Optical Drive	1339 MOS
MacTilt	1710 MOS	McCAD Classic Spice	2046 MOS	Microtech Portable Battery Operated Removable Hard Drives	1339 MOS
MacTilt II for Color Monitors	1710 MOS	McCAD EDS-1	2046 MOS	Microtech R45 Removable Cartridge Drive	1339 MOS
MacTilt II for Monochrome Monitors	1710 MOS	McCAD EDS-2	2046 MOS	Microtech Tape Backup Units	1339 MOS
MacTilt SE	1710 MOS	McCAD Gerber Translator	2046 MOS	Mindshare Software	613 MOS
Mactivator	5740 B&C	McCAD PCB-1	2046 MOS	MindWrite	743 MOS
MACUSER/MACWEEK	923 MOS	McCAD PCB-ST	2046 MOS	MindWrite Express	743 MOS
MacVision	5143 B&C	McCAD Schematics	2046 MOS	MINICAD+	5004 B&C
MacWait	2611 MOS	McCAD Schematics D.S.	2046 MOS		
Macworks Plus (software)	2721 MOS	McCAD Trail Blazer Router	2046 MOS		
Macworld Magazine	1207 MOS	McGee	5720 B&C		
MacWrite II, MacDraw II 1.1, FileMaker II, SmartForm Designer, Claris CAD, & MacProject II 2.0	1007 MOS	Mean 18: Ultimate Golf	5124 B&C		
Magazines & Books	45 MOS	Mechanical Switches	1506 MOS		
Magic 45 mb Removable Drive	108 MOS	M.E.D.™ Billing	136 MOS		
Magic 600 Read/Write Optical Drive	108 MOS	M.E.D.™ Patient	136 MOS		
Magic Hard Drive/Tape Drive Series 20 Meg	108 MOS	M.E.D.™ Student	136 MOS		
		M.E.D.™ Xtract	136 MOS		
		MediaTracks	1527 MOS		
		Medical Electronic Desktop (M.E.D.™), The	136 MOS		

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Miscellaneous	944 MOS	NB-GPIB	1943 MOS	OmniPage	5148 B&C
MO-5001S, Rewritable	518 MOS	NB-MIO-16X	1943 MOS	OMNIS 5	1447 MOS
Magneto-Optical Disk System		Neotech Image Grabber	2713 MOS	On Cue 1.3	2323 MOS
Mobius Cordless Mouse	2129 MOS	NetAccess™	1249 MOS	Online Documentation Toolkit™	2049 MOS
MockPackage™ Plus Utilities	931 MOS	Net Aimer	5138 B&C	On Location	2230 MOS
ModelShop	535 MOS	NetBridge	140 MOS	On Macintosh Programming:	1539 MOS
Modem Interrupt Eliminator	5324 B&C	Netmax	1316 MOS	Advanced Techniques	
ModuNet Appletalk	5324 B&C	NetModem V2400	140 MOS	OpenDA	1912 MOS
Accessory Line		NetModem V. 32	140 MOS	OptoMac 24	2611 MOS
ModuNet EZ Appletalk	5324 B&C	NetSerial	140 MOS	Oracle for 4th Dimension	5826 B&C
Connector		NetStream	1221 MOS	Oracle for Macintosh	5826 B&C
Monochrome/Grey Scale	5110 B&C	NetWare	407 MOS	Orbit Office	5607 B&C
Handscanner		Netway 1000	2617 MOS	Order Entry with Point of Sale	819 MOS
Montage FR1 Film Recorder	2243 MOS	Netway 2000	2617 MOS	Invoicing	
Moonraker	2713 MOS	Network Management	5212 B&C	Outbound Laptop System	5542 B&C
MORE II™	1917 MOS	Network Manager	819 MOS	OutSPOKEN	2349 MOS
Mortgage Office™, The	5233 B&C	Network Solutions	2243 MOS	Overhead Transparencies	2714 MOS
MotionCaptureOne	5235 B&C	New Disk Catalog	619 MOS	P3400PS Desktop Laser Printer	2407 MOS
Mouse Ease Mouse Pads &	5924 B&C	New Hypercard Catalogue	619 MOS	PacerGraph	1948 MOS
Disk Books		NewPort II 2400	5138 B&C	PacerLink	1948 MOS
Mouse Pads	223 MOS	NewPort II Fax/Data	5138 B&C	PacerPost	1948 MOS
Mouse Pads	1932 MOS	NewPort MP 2400	5138 B&C	PacerPrint	1948 MOS
Mouse Pads	5216 B&C	NewPort MP Fax/Data	5138 B&C	PacerShare	1948 MOS
Mouse Pads	5601 B&C	NewPort SE30 Fax/Data	5138 B&C	PacerTOPS	1948 MOS
Mouse Pads (customized)	5216 B&C	News/Retrieval	128 MOS	Panorama	220 MOS
Mouse Pads (hard-surfaced)	1135 MOS	"Newsletters from the Desktop,"	5145 B&C	ParaFont	437 MOS
Mouse Pads with embedded	1135 MOS	by Roger C. Parker		ParaLink Express	5210 B&C
logo		NFL Challenge	1946 MOS	Partner	5238 B&C
MouseStick™	1849 MOS	NightWatch	1228 MOS	Passport MIDI Interface/MIDI	5205 B&C
MSF-300G/GS	2147 MOS	Nisus™ 3.0	1121 MOS	Transport	
MSF-300Z	2147 MOS	Nodem - LIU	5810 B&C	PathLine™	100 MOS
MSF-400G/GS	2147 MOS	NoRad Radiation/Glare Shield	114 MOS	Payroll	819 MOS
Mugs (customized)	1135 MOS	Norton Macintosh Utilities	5918 B&C	Payroll	5910 B&C
Multi-Ad Creator	2337 MOS	NoteWriter II	5205 B&C	Payroll Partner™	820 MOS
MultiClip 2.0	5700 B&C	Now Utilities	749 MOS	pcMACTERM II	945 MOS
MultiGate Access	5212 B&C	No Words	5720 B&C	pcMACTERM II/Network	945 MOS
MultiLedger	948 MOS	NS 8/16 NuBus Memory Board	1721 MOS	PCPC II Color Graphics System	1221 MOS
MultiLink PRO™	5801 B&C	NSIM/SIMM Memory Modules	1721 MOS	PD-Fonts	121 MOS
Multi Media Presentations	2243 MOS	NuLink	1926 MOS	PD-ROM II	619 MOS
Multi-User Appointment Diaries	136 MOS	NumberMaze	1510 MOS	Perceive	2711 MOS
MultiScreen SE	2129 MOS	Number Maze	5638 B&C	Personal Business/Home	944 MOS
MultiTrans	109 MOS	NuVision	218 MOS	Personal LaserPrinter II	1139 MOS
MusicProse	2711 MOS	NuVista Videographics Cards	249 MOS	Personal Press	907 MOS
MV-1485	5537 B&C	NuVoLink II	2343 MOS	Personal Vision	607 MOS
MV-2002	5537 B&C	NuVoLink SC™	2343 MOS	Phaser and ColorQuick	2219 MOS
MV-2076	5537 B&C	Nylon Dust Covers	5601 B&C	Phone Manager	2611 MOS
MV-2082	5537 B&C	Oasys LaserPro II	5914 B&C	PhoNET StarConnector	1527 MOS
MX Professional Printer	5236 B&C	Object GrafPak	51 MOS	PhoNET StarController EN	1527 MOS
Controller		Object-Oriented Macintosh	51 MOS	PHOTOLINK™	5510 B&C
MYSTAT	1133 MOS	Programming/IS150		PICT Detective	2044 MOS
National Gallery of	5936 B&C	Odesta Document Management	1027 MOS	Picture Pad	824 MOS
Art Laserstack & Videodisc		Systems (ODMS)		PICTURE THIS™	2049 MOS
Natural Images Volume 1	5744 B&C	OfficePRO II - Monochrome	5502 B&C	Pixel Connect	218 MOS
Natural Images Volume 2	5744 B&C	Display		Pixel Grabber	218 MOS
NB-A2000	1943 MOS	OfficePRO IIa - Greyscale	5502 B&C	Pixelmaster	5730 B&C
NB-DIO-32F	1943 MOS	Display		Pixel Paint Professional &	733 MOS
NB-DMA2800	1943 MOS	OMI Converter	607 MOS	Pixel Paint 2.0	

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Pixel Pipe, Pixel Grabber, Mega Grabber, Pixel Connect, Pixel Tools, NuVision	218 MOS	Pro-Cite®	439 MOS	QT-150es	1926 MOS
Pixel Tools	218 MOS	Pro-Search™	439 MOS	QT-525es	1926 MOS
Plains & Simple One-Write	819 MOS	ProColor	2407 MOS	QTBackup	1926 MOS
Accounting		Procyon Common Lisp	5748 B&C	QT-Mac40	1926 MOS
Platinum PD Series	5223 B&C	Prodigy Service	5848 B&C	QT-Mac80	1926 MOS
Platinum PI Series	5223 B&C	Professional Extender	51 MOS	QT-Mac150	1926 MOS
Playroom, The	5638 B&C	DialogHandle		QuadPort II 2400	5138 B&C
PlotMaker	5003 B&C	Professional Extender GrafPak	51 MOS	QuadPort II Fax/Data	5138 B&C
Plottergeist	2044 MOS	Professional Loan Arranger	135 MOS	QuarkEd	2037 MOS
Plus Series External Hard Disk Drives	2315 MOS	Professional Output Manager	5710 B&C	QuarkStyle	2037 MOS
PMMU with Virtual for Mac II	2709 MOS	Professional Photography	1407 MOS	QuarkXPress	2037 MOS
Portable Attache	5222 B&C	CD-ROM, The		QuarkXTensions	2037 MOS
Portable External Hard Drives	5827 B&C	Professional Programmer's Extender	51 MOS	QuarkXtras	2037 MOS
PostScript	1707 MOS	Programmer's Assistants™	2049 MOS	QUED™	1121 MOS
PostScript RIP	5628 B&C	Programmer's Extender Volume 1	51 MOS	QUED/M™	1121 MOS
Potpourri Volume 1	5744 B&C	Programmer's Extender Volume 2	51 MOS	QuickKeys™	931 MOS
PowerChute for Apple Share	122 MOS	Programmer's Online Company,	1539 MOS	QuickDEX	1613 MOS
PowerDraw™	1319 MOS	Macintosh, Version 2.1, The		QuickEnvelope	1139 MOS
PowerDraw DXF Translator	1319 MOS	Programming with MacApp	1539 MOS	QuickLock	1228 MOS
PowerDraw Landscape Library	1319 MOS	Prograph 1.2	5506 B&C	QuickSpool II	1139 MOS
PowerDraw Residential Construction Library	1319 MOS	Prograph 2.0	5506 B&C	RackMac™	5618 B&C
PowerKey	5323 B&C	Project Billing	1811 MOS	Radius Accelerator 16	1427 MOS
Powermax 110 VA	1316 MOS	Project Scheduler 4 (PS4)	849 MOS	Radius Accelerator 25	1427 MOS
Powermax 800 VA	1316 MOS	Promodem	1120 MOS	Radius Color Display	1427 MOS
Power Protection Accessories	5324 B&C	Pronto!	5604 B&C	Radius DirectColor Series (8 + 24-bit color interfaces)	1427 MOS
Powerstation	2137 MOS	Pro Plus Accounting	217 MOS	Radius Full Page Display	1427 MOS
Power Tree Line	313 MOS	ProSet 9800 Laser Image Setter	2407 MOS	Radius GS/C Interface (8-bit interface)	1427 MOS
Practica Musica	2716 MOS	Prototyper 3.0	749 MOS	Radius PrecisionColor Calibrator	1427 MOS
Precision	5712 B&C	Prototyping Boards - Mac II & SE/30	5821 B&C	Radius QuickCAD Graphics Engine	1427 MOS
"Presentation Design Book, The" edited by Margaret Y. Rabb	5145 B&C	Proxima Data Display 342	5616 B&C	Radius QuickColor Graphics Accelerator	1427 MOS
Print Bar	5149 B&C	Proxima Data Display Color	5616 B&C	Radius Two Page Display	1427 MOS
Printers	2720 MOS	Proxima Data Display MultiMode Mac Pac	5616 B&C	RadLine™	100 MOS
Printers, Inc.	819 MOS	Proxima IPS	5616 B&C	RagTime 3	5322 B&C
PrintLink Collection	5210 B&C	Proxima Power Director	5616 B&C	RAM XCI	1629 MOS
Printshop of the Future	5932 B&C	Proxima ProLine	5616 B&C	RAM-TO-GO Portable Memory Expansion	1607 MOS
Templates for Aldus Pagemaker		PR-Works	1912 MOS	Rapport	5603 B&C
Printshop of the Future	5932 B&C	Publication	2607 MOS	Rascol II	5704 B&C
Templates for Claris Smart Form		Publications, CD ROM	723 MOS	Rascol III	5704 B&C
Printshop of the Future	5932 B&C	Publish It!	5439 B&C	Rascol IV	5704 B&C
Templates for Quark Express		Publish Magazine	1411 MOS	READ-IT! OCR 3.0	5700 B&C
Printshop of the Future	5932 B&C	PW10SL Macintosh	2702 MOS	READ-IT! OCR Personal	5700 B&C
Templates for Quark Style		PW10SL-PC	2702 MOS	ReadRight	106 MOS
Printshop of the Future	5932 B&C	PW15SL Macintosh	2702 MOS	Ready, Set, Go! 4.5	5418 B&C
Templates for Ready, Set, Go!		Pyro!	2137 MOS	Real Estate Edge™ Farming System	5233 B&C
PRO4	5205 B&C	QD5500 Series Color Printers	5116 B&C	RECORDIT!	820 MOS
ProAnalysis™	5233 B&C	QM 800 Series	5102 B&C	Redux	2705 MOS
PROBIT	1133 MOS	QMS ColorScript 100 Model 10	2419 MOS	Reggie	5400 B&C
ProChallenge	1946 MOS	QMS ColorScript 100 Model 30	2419 MOS	Relax DAT Plus	1823 MOS
		QMS-PS 810	2419 MOS	Relax Desktop Tower	1823 MOS
		QMS-PS 810 turbo	2419 MOS	Relax Erasable Optical Plus	1823 MOS
		QMS-PS 820	2419 MOS		
		QMS-PS 820 turbo	2419 MOS		
		QMS-PS 2200	2419 MOS		

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Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Relax Internal Drive Series	1823 MOS	See-Thru Mouse Pad™ (patented)	5216 B&C	Sound Exciter	5205 B&C
Relax Mobile 42 Plus	1823 MOS	SE30 Color Video Controller	5110 B&C	Space Graph	5736 B&C
Relax Multinet II Plus Tower	1823 MOS	SE Silencer	2129 MOS	Spectrum/8 Series III	733 MOS
Relax Sierra Portable Hard Disk	1823 MOS	Selling Red	2623 B&C	Spectrum/24 Series III	733 MOS
Relax Tape 150 Plus	1823 MOS	Serius "Author"	5448 B&C	Speed Pad®	5216 B&C
Relax Video Packages	1823 MOS	Serius "Developer"	5448 B&C	Spelling Coach™ Professional 3.1	143 MOS
Relax View II Video Boards	1823 MOS	Serius "Programmer"	5448 B&C	SPOKE	5748 B&C
Removable Drive	5248 B&C	Shadowgraph Gray Scale Monitor	1221 MOS	Spring 1990 Newsletter	619 MOS
Rendezvous	541 MOS	SharpenUp!	1842 MOS	SpringBoard	5618 B&C
Resume Expert	820 MOS	SHORTCUT™	2049 MOS	Springboard Publisher II	1416 MOS
RETROSPECT 1.1	431 MOS	Si3033 Accelerator	1607 MOS	SPSS for the Macintosh	5442 B&C
Rewritable, Erasable, Magneto-optical Disk Systems or REO-650, REO-1300, & REO-6500	2225 MOS	Si3050 Accelerator	1607 MOS	SS-80 Disk Cases	1407 MOS
Rewritable Optical Disk Drive	5110 B&C	SideClip	313 MOS	Statistical Macro Package	820 MOS
Ricoh Toner Kits	5914 B&C	SilentPartner for the Macintosh	5336 B&C	StatView II	2148 MOS
Riddler	1321 MOS	Silk Screen Printing	223 MOS	StatView SE+Graphics	2148 MOS
Ringo	2611 MOS	Silverlining™ Software	625 MOS	STELLA II®	1317 MOS
Rival Display	2331 MOS	Silverplatter™ Software	625 MOS	STELLASStack®	1317 MOS
Road Racer	1946 MOS	Silverserver™ Software	625 MOS	Stepping Out II	2349 MOS
RX Series Internal Hard Disk Drives	2315 MOS	Sim City	5638 B&C	Sticky Notes+	208 MOS
SafeSkin® Keyboard Protector	5847 B&C	SIMM/NSIM Memory Modules	1721 MOS	Still Video Equipment	121 MOS
Salamandre Chateaux	5936 B&C	SIMMs - Nonparity & Parity	5648 B&C	StrataFlight	49 MOS
Laserstack & Videodisc		Ski Europe	60 MOS	StrataVision 3d	49 MOS
Sayett Datashow 480	5915 B&C	Skiing America	60 MOS	StrataVision Attributes Library Series	49 MOS
Projection Pad		Slide Imaging	2714 MOS	Stravinsky Rite of Spring CD Companion	5936 B&C
Sayett Datashow HR/M	5915 B&C	SlideWriter	2407 MOS	Strip Switch	5934 B&C
Projection Pad		Smack-a-Mac!	134 MOS	Studio/1	2116 MOS
Sayett Datashow HR/MP	5915 B&C	Small Business Accounting	820 MOS	Studio/8	2116 MOS
Projection Pad		Smart Alarms	136 MOS	Studio/32	2116 MOS
Sayett Smart Remote	5915 B&C	Smart Art I	2531 MOS	STUFFIT™	2049 MOS
SBT Database Accounting Library	5522 B&C	Smart Art II	2531 MOS	STUFFIT DELUXE™	2049 MOS
Scan 300/GS Scanner for the Next Computer	519 MOS	Smart Art III	2531 MOS	STUFFIT INSTALLERS™	2049 MOS
Scan 300/GS Scanner for PCs	519 MOS	Smart Art IV	2531 MOS	Sumo RSSM600	2536 MOS
ScanMan™ 32 Gray Scale Scanner for Macintosh	56 MOS	Smart CACHE	108 MOS	RE-WRITABLE Optical Storage SUB-SYSTEM	
ScanJet Unlimited," by Steve Roth, Chris Dickman and Salvatore Parascandolo	5145 B&C	Smart Card Reader	1936 MOS	Super 3D	907 MOS
Scanmaster	5730 B&C	Smartcom II for the Apple Macintosh	1538 MOS	SuperANOVA	2148 MOS
Scanmaster II	5730 B&C	Smartmodem 9600	1538 MOS	SuperCard	907 MOS
Scanmaster/35	5730 B&C	SmartScrap & The Clipper II	727 MOS	SuperGlue II	727 MOS
Screen Locker	749 MOS	SoftPC	2031 MOS	SuperKRS	5732 B&C
ScriptEdit	1842 MOS	Software	2720 MOS	Supermax	1316 MOS
SCSI Accessories	5324 B&C	Software Duplication	5142 B&C	SuperMouse™	1849 MOS
SCSI Cables & Terminator	5726 B&C	Software Learning System	5216 B&C	SuperPaint	907 MOS
SCSI Dart - SCSI RAM Disk Drive	5648 B&C	Software Reference Cards	5216 B&C	Super Spool, SuperLaser Spool, Sentinel	733 MOS
SCSI Host Adapter Boards	5248 B&C	Software Packaging	5142 B&C	Support Board	5618 B&C
SCSI XCI	1629 MOS	Software Production Service	543 MOS	Surpra Modem 2400	5543 B&C
SD-Series Digitizer Tablets	5410 B&C	Solitaire Royale	717 MOS	Surpra Modem 2400 Plus	5543 B&C
SDDS	5604 B&C	Somak Collection	5849 B&C	Switchboard, The	2413 MOS
		Somak LaserArt CD-ROM	5849 B&C	Swivel 3D	535 MOS
		Sonar	206 MOS	Swivel 3D Image Library	535 MOS
		Sonar Professional	206 MOS	Symantec AntiVirus for Macintosh (SAM™)	1917 MOS
		Sonoma	5604 B&C	Symantec Utilities for Macintosh (SUM II™)	1917 MOS
		Sony Blank Disks	1407 MOS		
		Sony Trinitron Monitors	2331 MOS		
		Sound Apprentice	5205 B&C		
		SoundClips	5700 B&C		

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MOS indicates Moscone Center

Product List

Product Name	Booth #	Product Name	Booth #	Product Name	Booth #
Syquest 45 meg Cartridges	1407 MOS	Training	2714 MOS	VETTE	717 MOS
SYSTAT 5.0	1133 MOS	Training - Computers/Software	2720 MOS	Video XCI	1629 MOS
System Connection Cables	5122 B&C	Training on Microsoft Excel	46 MOS	VideoDesk™ 1/24	5912 B&C
and LocTalk		Training on Microsoft WORD	46 MOS	Video Digitizer - ComputerEyes	58 MOS
System Saver Line	313 MOS	Training on Microsoft WORKS	46 MOS	Video Enhancement Products	2331 MOS
Systems Integration Magazine	5151 B&C	Training on Pagemaker	46 MOS	Video Image 1000	5235 B&C
T-800, B/W, grayscale flatbed	2549 MOS	TransBag	5607 B&C	VIDI/O Box Encoder/Decoder	249 MOS
scanner		TransMac	5607 B&C	ViewFrame 11+2	2443 MOS
T2-3, B/W + grayscale scanner	2549 MOS	Trapeze	743 MOS	ViewFrame RGB	2443 MOS
T2-3BWC, B/W, grayscale		Traveller Disk Storage	824 MOS	VIEWIT™	2049 MOS
and 24-bit color scanner	2549 MOS	TrueForm	1707 MOS	V.I.P.	1521 MOS
T2-3BWCT, B/W, grayscale	2549 MOS	TruFAX	5138 B&C	Virex	2543 MOS
and 24-bit color scanner		T-shirts	619 MOS	Virtual 2.0	2709 MOS
T2-3X, X-ray film scanner	2549 MOS	T-Shirts - "Don't leave home	134 MOS	Vista 130	322 MOS
TalkBac	507 MOS	without me!"		Visual Business No. 5	5710 B&C
Talking Tiles	1940 MOS	T-Shirts - "I love my Mac!"	134 MOS	VMACS	5400 B&C
Tape Drive Series 5248 B&C		T-Shirts - "I never met a Mac	134 MOS	Voice Express	2611 MOS
Tape Drives	1731 MOS	I didn't like"		Voice Navigator	2231 MOS
TaskMaker	1946 MOS	TSSnet	124 MOS	VOYAGER 030/33 Accelerator	2040 MOS
Taste	743 MOS	TurboBridge™	2343 MOS	VOYAGER 030/50 Accelerator	2040 MOS
TC1 Color Transparency	2243 MOS	Turbo Mouse ADB/Plus	313 MOS	VOYAGER CD Audiostack	2040 MOS
Camera (Color Overheads)		TurboNet™	2343 MOS	VOYAGER Videostack	2040 MOS
Teach & Test	60 MOS	TurboNet ST™	2343 MOS	V-series Smartmodem 2400	1538 MOS
TechFonts™	1121 MOS	TurboStar™	2343 MOS	V-series Smartmodem 2400M	1538 MOS
TeleBridge	140 MOS	TV Producer (II Generation)	1506 MOS	V-series Smartmodem 9600	1538 MOS
TeleLAN	5138 B&C	Twelve-C Calculator D.A.	135 MOS	V-series ULTRA Smartmodem	1538 MOS
Telex 1	1316 MOS	TWINS	2621 MOS	9600	
Telex 4	1316 MOS	TypeAlign	2531 MOS	WakeUp!	2611 MOS
Temporary Help Services	5344 B&C	Typeface Library	2144 MOS	Wall Street Investor	217 MOS
Ten-Minute Property Manager,	5233 B&C	Type Styler™	825 MOS	Webster's Ninth New ary™	5437 B&C
The		Ultimate Computer Luggage	1220 MOS	Collegiate® Dictionary™	
Terminal Panel T810	1837 MOS	UltraDrive	1139 MOS	Welltris	717 MOS
Terminal Panels & Accessories	1837 MOS	UltraDrive S	1139 MOS	Where in The USA is Carmen	5638 B&C
Terpsichore	1510 MOS	UltraPaint™ 1.0	143 MOS	San Diego?	
TESTAT	1133 MOS	Ultra Power UPS System	5223 B&C	Wild Things	1910 MOS
Tetris	717 MOS	Unabridged MEDLINE®	100 MOS	Willmaker	2700 MOS
Tetris	5638 B&C	Unibind Model 25 Thermal	5547 B&C	WindowIt!	820 MOS
Theorist	1949 MOS	Binder		Windows Driver	2243 MOS
THINK C™	1917 MOS	Unibind Model 45 Thermal	5547 B&C	Wingz™	1619 MOS
Think 'n Time	1521 MOS	Binder		WinMath	5736 B&C
THINK Pascal™	1917 MOS	Unibind Model 85 Thermal	5547 B&C	WinText	5736 B&C
THS-2200	1926 MOS	Binder		WINVIEW	5736 B&C
ThunderScan, LightningScan	1385 MOS	Unibind Pelsaer Covers (Paper)	5547 B&C	WIZ	235 MOS
and ThunderWorks		Unibind Pelsaer Liners	5547 B&C	Word 4.0	5236 B&C
Tidalwave 650	322 MOS	Unibind Unicovers (Vinyl)	5547 B&C	WordFinder	109 MOS
Timbuktu 3.0	1527 MOS	Unibind VIP Hard Covers	5547 B&C	WordMaker	2538 MOS
Timbuktu/Remote	1527 MOS	Unified File Server	137 MOS	WordPerfect for the Macintosh	534 MOS
Timbuktu Remote Access Pack	1527 MOS	Uninterruptible Power Systems	122 MOS	WordPerfect Office for the	534 MOS
Timeslips® III	1918 MOS	Unity	1842 MOS	Macintosh	
TMON 2.8.4	2323 MOS	Universal Dust Cover System	223 MOS	Word Processing	944 MOS
TN-20, Color Trintron® Monitor	5622 B&C	UPS Interface Kits	122 MOS	WorkBenchMac™ Software	1837 MOS
topCAD	5003 B&C	UPS Monitoring Board	122 MOS	WriteImpact	1139 MOS
TopDown 2.0	102 MOS	Used Computer Equipment	2721 MOS	WriteMove	1139 MOS
Toteboard	2443 MOS	Utility Pac™	5601 B&C	WriteNow™ for Macintosh™	1217 MOS
TPP-1500 Large Screenr	5622 B&C	VALE	1232 MOS	Version 2.2	
Projecto		VersaTerm, VersaTerm-PRO	2448 MOS	WTI Moonraker	2713 MOS
Traffic Watch	1527 MOS	and KaleidaGraph			

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Product List by Category

Company Name

Booth

Company Name

Booth

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Booth

Software

Business

1stDesk Systems, Inc.	1348 MOS
800-Software	5516 B&C
Abra MacDabra Software Co.	5405 B&C
Adobe Systems Inc.	1707 MOS
Advanced Gravis Computer Technology Ltd.	1849 MOS
AEC Management Systems	2045 MOS
Agoratech Canada Inc.	5736 B&C
Alphagraphics Printshops Of The Future	5932 B&C
Aperture Technologies, Inc.	5716 B&C
Apple Computer, Inc.	1227 MOS
ARTBEATS	5744 B&C
Articulate Systems, Inc.	2231 MOS
Ashton-Tate	525 MOS
Avatar Corp.	1041 MOS
Berkeley Systems	2349 MOS
Blyth Software, Inc.	1447 MOS
BMUG	619 MOS
Bright Star Technology, Inc.	1940 MOS
Brøderbund Software, Inc.	825 MOS
C.A.R., Inc.	2719 MOS
Casady & Greene	1613 MOS
C.E. Software, Inc.	931 MOS
Ceres Software, Inc.	144 MOS
Champion Business Systems, Inc.	5910 B&C
Chang Labs	1747 MOS
CheckMark Software, Inc.	948 MOS
Circuit Research Corp.	2703 MOS
Clarix Corp.	1007 MOS
Computer Associates	443 MOS
ComputerLand/Infomax Management Group	2720 MOS
Computer Selection	307 MOS
ComputerWare	635 MOS
ComputerWare	5407 B&C
Connectix Corp.	2709 MOS
Creative Software	5327 B&C
DeltaPoint, Inc.	743 MOS
Deneba Software	143 MOS
Design Science	437 MOS
DisCopyLabs	543 MOS
Disini Software Inc.	59 MOS
DMA	945 MOS
Dow Jones & Company, Inc.	128 MOS
Educational Resources	5638 B&C
EDUCORP	1407 MOS
Emerald City Software	2531 MOS
ExperTelligence, Inc.	5748 B&C
Fifth Generation Systems, Inc.	2137 MOS
Fisher Idea Systems, Inc.	5818 B&C

Flexware	1318 MOS
Frame Technology Corp.	5428 B&C
GDT Softworks, Inc.	5210 B&C
Graphsoft	5004 B&C
Great Plains Software	819 MOS
Heizer Software	820 MOS
Help Software, Inc.	1912 MOS
Hewlett-Packard	2207 MOS
Highlighted Data, Inc.	5437 B&C
High Performance Systems, Inc.	1317 MOS
HyperLink Magazine	104 MOS
Imagine That, Inc.	449 MOS
ImaTeQ Systems Corp.	60 MOS
Infosphere, Inc.	1421 MOS
Insignia Solutions, Inc.	2031 MOS
Interactive Media Technologies, Inc.	5801 B&C
Intermap, Inc.	5820 B&C
International Business Software, Inc.	137 MOS
Invention Software	51 MOS
JAM Software	136 MOS
Kaetron Software Corp.	102 MOS
Kent*Marsh Ltd.	1228 MOS
Koala Technologies	5143 B&C
KPMG Peat Marwick DIS - Desktop Information Services	5917 B&C
La Cie, Ltd.	625 MOS
Language Quest Software	5306 B&C
Layered	5507 B&C
Levco	1616 MOS
Lexpertise Linguistic Software	5444 B&C
Linotype Co.	5628 B&C
Logical Operations, Inc.	5236 B&C
Logitech, Inc.	56 MOS
Lotus Development Corp.	1646 MOS
MacAcademy	135 MOS
MacProducts USA	108 MOS
MacroMind, Inc.	1637 MOS
MacSema	2611 MOS
MacTech Quarterly	1044 MOS
Mainstay	1521 MOS
MapInfo Corp.	5836 B&C
MathSoft, Inc.	62 MOS
Maya Computer Company	5528 B&C
MECA Ventures, Inc.	234 MOS
Metropolis Software, Inc.	5233 B&C
Micro Dynamics, Ltd.	1147 MOS
Microlytics, Inc.	109 MOS
Micro Planning International	640 MOS
Moose Software	5441 B&C
New Dest Corp.	1649 MOS
New Horizons Software, Inc.	2538 MOS
Night Diamonds Software	5833 B&C
Nolo Press	2700 MOS
Northern Telecom, Inc.	2431 MOS
Now Software	749 MOS

OCR Systems, Inc.	106 MOS
Odesta Corp.	1027 MOS
Olduvai/Tactic	5700 B&C
ON Technology, Inc.	2230 MOS
Orange Micro, Inc.	607 MOS
Pacer Software, Inc.	1948 MOS
Palo Alto Software	5132 B&C
Paracomp	535 MOS
Paragon Concepts, Inc.	1121 MOS
Personal Computer Peripherals Corp. (PCPC)	1221 MOS
Personal Training Systems	944 MOS
PMC Telesystems Inc.	541 MOS
Portfolio Systems, Inc.	138 MOS
Power Up Software, Corp.	47 MOS
Presentation Electronics, Inc.	5336 B&C
Presentation Technologies	2243 MOS
Prism Technologies, Inc.	64 MOS
Pro Plus Software, Inc.	217 MOS
Quark, Inc.	2037 MOS
RagTime USA	5322 B&C
Reference Software International	5746 B&C
Salient	5238 B&C
Satori Software	1811 MOS
SBT Corp.	5522 B&C
SCITOR Corp.	849 MOS
Silicon Beach Software	907 MOS
Softdisk Publishing	5140 B&C
Softsync, Inc.	1547 MOS
Somak Software, Inc.	1842 MOS
Somak Software, Inc.	5849 B&C
SPSS, Inc.	5442 B&C
Strategic Mapping, Inc.	1847 MOS
Survivor Software Ltd.	208 MOS
Symantec	1917 MOS
Synergy Software	2448 MOS
SYNEX	5218 B&C
SYSTAT, Inc.	1133 MOS
T/Maker Company	1217 MOS
TeleTypesetting Co.	5229 B&C
TIMESLIPS Corp.	1918 MOS
Tree Age Software, Inc.	130 MOS
Tree Star, Inc.	5913 B&C
Varcon Systems, Inc.	5611 B&C
Vertical Solutions	5501 B&C
Virginia Systems, Inc.	206 MOS
Wolfram Research	649 MOS
WordPerfect Corp.	534 MOS
Xerox Imaging Systems	1239 MOS

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

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Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Cad/Cam					
Aperture Technologies, Inc.	5716 B&C	DataViz Inc.	319 MOS	Agoratech Canada, Inc.	5736 B&C
Apple Computer, Inc.	1227 MOS	Dayna Communications, Inc.	917 MOS	Aperture Technologies, Inc.	5716 B&C
Array Technologies	5839 B&C	DCA	1349 MOS	Apple Computer, Inc.	1227 MOS
Articulate Systems, Inc.	2231 MOS	DigiCard	5128 B&C	Aries Systems Corp.	100 MOS
Berkeley Systems	2349 MOS	Digidesign	2710 MOS	Articulate Systems, Inc.	2231 MOS
Claris Corp.	1007 MOS	Disini Software, Inc.	59 MOS	Ashton-Tate	525 MOS
COMPUnearring, Inc.	1232 MOS	DMA	945 MOS	Barneyscan Corp.	129 MOS
Deneba Software	143 MOS	Dow Jones & Company, Inc.	128 MOS	Blyth Software, Inc.	1447 MOS
DisCopyLabs	543 MOS	DuPont Company	5800 B&C	Casady & Greene	1613 MOS
Dynaware Corp.	2537 MOS	Dynamac Computers	613 MOS	C.E. Software, Inc.	931 MOS
Engineered Software	1319 MOS	Emerald City Software	2531 MOS	Chang Labs	1747 MOS
ExperTelligence, Inc.	5748 B&C	Farallon	1527 MOS	CompuServe Inc.	1925 MOS
Gimeor, Inc.	5737 B&C	h-three Systems Corp.	1046 MOS	ComputerWare	635 MOS
Graphisoft	2531 MOS	Hayes Microcomputer Products	1538 MOS	ComputerWare	5407 B&C
Graphsoft	5004 B&C	High Performance Systems, Inc.	1317 MOS	Dantz Development	431 MOS
Hewlett-Packard	2207 MOS	Infosphere, Inc.	1421 MOS	Deft	5553 B&C
Imagine That, Inc.	449 MOS	Insignia Solutions, Inc.	2031 MOS	Flexware	1318 MOS
Innovative Systems, Inc.	5712 B&C	Interactive Media Technologies, Inc.	5801 B&C	Golden Triangle Computers, Inc.	5604 B&C
Intergraph Corp.	343 MOS	International Business Software, Inc.	137 MOS	Graphsoft	5004 B&C
Logical Operations, Inc.	5236 B&C	Invention Software	51 MOS	Great Plains Software	819 MOS
New Dest Corp.	1649 MOS	KMW Systems Corp.	1249 MOS	Heizer Software	820 MOS
Northern Telecom, Inc.	2431 MOS	La Cie, Ltd.	625 MOS	Help Software, Inc.	1912 MOS
Paracomp	535 MOS	Logical Operations, Inc.	5236 B&C	High Performance Systems, Inc.	1317 MOS
Palomar Software	2044 MOS	Mainstay	1521 MOS	HyperLink Magazine	104 MOS
Prescience Corp.	1949 MOS	Microcom Software Division	2543 MOS	ImaTeQ Systems Corp.	60 MOS
Schlumberger CAD/CAM	2249 MOS	Network Resources Corp.	5212 B&C	Informix Software, Inc.	1619 MOS
Silicon Beach Software	907 MOS	Northern Telecom, Inc.	2431 MOS	Intermap, Inc.	5820 B&C
Strata, Inc.	49 MOS	Pacer Software, Inc.	1948 MOS	International Business Software, Inc.	137 MOS
Strategic Mapping, Inc.	1847 MOS	Paragon Concepts, Inc.	1121 MOS	Kaetron Software Corp.	102 MOS
Vamp, Inc.	2046 MOS	Personal Bibliographic Software, Inc.	439 MOS	KnowledgeSet Corp.	5732 B&C
Visual Information Development, Inc.	2215 MOS	Prometheus Products	1120 MOS	Koala Technologies	5143 B&C
Communications					
1stDesk Systems, Inc.	1348 MOS	Quark, Inc.	2037 MOS	KPMG Peat Marwick DIS-Desktop Information Services	5917 B&C
800-Software	5516 B&C	Solutions, Inc.	727 MOS	KMW Systems Corp.	1249 MOS
Adaptec, Inc.	5810 B&C	Synergy Software	2448 MOS	La Cie, Ltd.	625 MOS
Alisa Systems, Inc.	124 MOS	T/Maker Company	1217 MOS	Logical Operations, Inc.	5236 B&C
Alphagraphics Printshops Of The Future	5932 B&C	Traveling Software, Inc.	5005 B&C	MacSema	2611 MOS
Apple Computer, Inc.	1227 MOS	Tri-Data Systems, Inc.	2617 MOS	Mainstay	1521 MOS
Array Technologies	5839 B&C	Videographics Corp.	5551 B&C	MapInfo Corp.	5836 B&C
Articulate Systems, Inc.	2231 MOS	White Pine Software, Inc.	5400 B&C	MathSoft, Inc.	62 MOS
Avatar Corp.	1041 MOS	WordPerfect Corp.	534 MOS	MECA Ventures, Inc.	234 MOS
BMUG	619 MOS	Xecom, Inc.	5138 B&C	Metropolis Software, Inc.	5233 B&C
Bright Star Technology, Inc.	1940 MOS	Xerox Imaging Systems	1239 MOS	Micro Dynamics, Ltd.	1147 MOS
Cayman Systems	69 MOS	Data Management			5441 B&C
C.E. Software, Inc.	931 MOS	1stDesk Systems, Inc.	1348 MOS	New Dest Corp.	1649 MOS
Circuit Research Corp.	2703 MOS	800-Software	5516 B&C	Northern Telecom, Inc.	2431 MOS
CompuServe Inc.	1925 MOS	Abacus Concepts, Inc.	2148 MOS	OCR Systems, Inc.	106 MOS
		Advanced Gravis Computer Technology Ltd.	1849 MOS	Odesta Corp.	1027 MOS
		AEC Management Systems	2045 MOS	Oracle Corp.	5826 B&C
				Personal Bibliographic Software, Inc.	439 MOS
				Personal Training Systems	944 MOS
				Portfolio Systems, Inc.	138 MOS
				Power Up Software Corp.	47 MOS

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Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Provue Development	220 MOS	ImaTeQ Systems Corp.	60 MOS	Engineering	
Quintus Computer Systems	5722 B&C	Insignia Solutions, Inc.	2031 MOS		
SCITOR Corp.	849 MOS	Interactive Media	5801 B&C		
Silicon Beach Software	907 MOS	Technologies, Inc.			
SPSS, Inc.	5442 B&C	Invention Software	51 MOS	1stDesk Systems Inc.	1348 MOS
SUPERMac Technology	733 MOS	Kaetron Software Corp.	102 MOS	Abacus Concepts, Inc.	2148 MOS
Symantec	1917 MOS	KMW Systems Corp.	1249 MOS	A.D. Instruments	5128 B&C
SYSTAT, Inc.	1133 MOS	Koala Technologies	5143 B&C	AEC Management Systems	2045 MOS
Tree Star, Inc.	5913 B&C	Language Quest Software	5306 B&C	Apple Computer, Inc.	1227 MOS
Virginia Systems, Inc.	206 MOS	Lawrence Productions, Inc.	5720 B&C	Array Technologies	5839 B&C
Educational		Lexpertise Linguistic Software	5444 B&C	Articulate Systems, Inc.	2231 MOS
A.D. Instruments	5128 B&C	Linotype Co.	5628 B&C	Berkeley Systems	2349 MOS
Addison-Wesley Publishing Co.	1539 MOS	Logical Operations, Inc.	5236 B&C	Claris Corp.	1007 MOS
Andromeda	5503 B&C	Logitech Inc.	56 MOS	COMPUnearring Inc.	1232 MOS
Apple Computer, Inc.	1227 MOS	MacAcademy	135 MOS	Computer Associates	443 MOS
Aries Systems Corp.	100 MOS	MacroMind, Inc.	1637 MOS	Deft	5553 B&C
Array Technologies	5839 B&C	MacTutor	1226 MOS	DeltaPoint, Inc.	743 MOS
Ars Nova Software	2716 MOS	MapInfo Corp.	5836 B&C	Deneba Software	143 MOS
ARTBEATS	5744 B&C	MathSoft, Inc.	62 MOS	Design Science	437 MOS
Articulate Systems, Inc.	2231 MOS	MECA Ventures, Inc.	234 MOS	DisCopyLabs	543 MOS
Beacon Technology, Inc.	5436 B&C	Micro Dynamics, Ltd.	1147 MOS	Douglas Electronics, Inc.	1841 MOS
BMUG	619 MOS	MicroFrontier, Inc.	5919 B&C	Dynaware Corp.	2537 MOS
Bright Star Technology, Inc.	1940 MOS	Mountain Lake Software, Inc.	132 MOS	Engineered Software	1719 MOS
C.A.R., Inc.	2719 MOS	New Horizons Software, Inc.	2538 MOS	ExperTelligence, Inc.	5748 B&C
C.E. Software, Inc.	931 MOS	Niles & Associates	133 MOS	GDT Softworks, Inc.	5210 B&C
Ceres Software, Inc.	144 MOS	Now Software	749 MOS	Graphisoft	2531 MOS
Claris Corp.	1007 MOS	Odesta Corp.	1027 MOS	Graphsoft	5004 B&C
COMPUnearring Inc.	1232 MOS	Paragon Concepts, Inc.	1121 MOS	Heizer Software	820 MOS
Computer Sciences Corp.	5912 B&C	Passport Designs	5205 B&C	High Performance Systems, Inc.	1317 MOS
Creative Software	5327 B&C	Personal Training Systems	944 MOS	HyperLink Magazine	104 MOS
Crosby Creations	223 MOS	Petroglyph, Inc.	5907 B&C	ICOM Simulations, Inc.	2323 MOS
Design Science	437 MOS	Power Up Software Corp.	47 MOS	Imagine That, Inc.	449 MOS
Digicard	5128 B&C	Prescience Corp.	1949 MOS	Innovative Systems, Inc.	5712 B&C
Digidesign	2710 MOS	Prism Technologies, Inc.	64 MOS	Intergraph Corp.	343 MOS
DisCopyLabs	543 MOS	RagTime USA	5322 B&C	Invention Software	51 MOS
Educational Resources	5638 B&C	Reference Software	5746 B&C	Kaetron Software Corp.	102 MOS
EDUCORP	1407 MOS	International		Koala Technologies	5143 B&C
Electronic Arts	2116 MOS	Silicon Beach Software	907 MOS	Language Systems Corp.	1910 MOS
Emerald City Software	2531 MOS	Softdisk Publishing	5140 B&C	Levco	1616 MOS
Fisher Idea Systems, Inc.	5818 B&C	Somak Software, Inc.	5849 B&C	MacroMind, Inc.	1637 MOS
FlipTrack Learning Systems	46 MOS	Springboard Software	1416 MOS	Mainstay	1521 MOS
GDT Softworks, Inc.	5210 B&C	Strata, Inc.	49 MOS	MathSoft, Inc.	62 MOS
Goldstein & Blair	107 MOS	Symantec	1917 MOS	Micro Dynamics, Ltd.	1147 MOS
Graphsoft	5004 B&C	Synergy Software	2448 MOS	Micro Planning International	640 MOS
Great Wave Software	1510 MOS	SYSTAT, Inc.	1133 MOS	MicroFrontier, Inc.	5919 B&C
Heizer Software	820 MOS	T/Maker Company	1217 MOS	Microspot	1321 MOS
Help Software, Inc.	1912 MOS	TeleTypesetting Co.	5229 B&C	Motorola Inc., Semiconductor Products Sector	5403 B&C
Highlighted Data, Inc.	5437 B&C	TGS Systems	5506 B&C	National Instruments Corp.	1943 MOS
High Performance Systems, Inc.	1317 MOS	TreeAge Software, Inc.	130 MOS	New Dest Corp.	1649 MOS
HyperLink Magazine	104 MOS	Tree Star, Inc.	5913 B&C	Northern Telecom, Inc.	2431 MOS
ICOM Simulations, Inc.	2323 MOS	Varcon Systems, Inc.	5611 B&C	Now Software	749 MOS
Imagine That, Inc.	449 MOS	Virginia Systems, Inc.	206 MOS	OCR Systems, Inc.	106 MOS
		Voyager Company	5936 B&C	Paragon Concepts, Inc.	1121 MOS
		Wadsworth, Inc.	5819 B&C	Prescience Corp.	1949 MOS
		Wolfram Research	649 MOS	Schlumberger CAD/CAM	2249 MOS
		Zondervan Electronic Publishing	2439 MOS		

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
SCITOR Corp.	849 MOS	MECA Ventures, Inc.	234 MOS	Graphics/Desktop Publishing	
Second Wave, Inc.	1821 MOS	Mountain Lake Software, Inc.	132 MOS		
Silicon Beach Software	907 MOS	Night Diamonds Software	5833 B&C	800-Software	5516 B&C
Strata, Inc.	49 MOS	Now Software	749 MOS	Abacus Concepts, Inc.	2148 MOS
Symantec	1917 MOS	Passport Designs	5205 B&C	Accel Computer Corp.	5110 B&C
Synergy Software	2448 MOS	Reactor	5328 B&C	Adobe Systems Inc.	1707 MOS
SYSTAT, Inc.	1133 MOS	Silicon Beach Software	907 MOS	Advent Computer Products	2713 MOS
TGS Systems	5506 B&C	Serius Corp.	5448 B&C	AGFA CompuGraphic Division	2407 MOS
TreeAge Software, Inc.	130 MOS	Softdisk Publishing	5140 B&C	Agoratech Canada, Inc.	5736 B&C
Vamp, Inc.	2046 MOS	Somak Software, Inc.	5849 B&C	Aladdin Systems, Inc.	2049 MOS
Varcon Systems, Inc.	5611 B&C	Spectrum HoloByte	717 MOS	Alphagraphics Printshops	5932 B&C
Visual Information Development, Inc.	2215 MOS	Symantec	1917 MOS	Of The Future	
Wadsworth, Inc.	5819 B&C	TGS Systems	5506 B&C	Altys Corp.	1931 MOS
Wolfram Research	649 MOS	Varcon Systems, Inc.	5611 B&C	Apple Computer, Inc.	1227 MOS
		Voyager Company	5936 B&C	Array Technologies	5839 B&C
		XOR Corp.	1946 MOS	ARTBEATS	5744 B&C
Entertainment/Development		Fonts		Articulate Systems, Inc.	2231 MOS
Accolade	5124 B&C	800-Software	5516 B&C	Ashton-Tate	525 MOS
Addison-Wesley Publishing Co.	1539 MOS	Adobe Systems, Inc.	1707 MOS	Avatar Corp.	1041 MOS
Aladdin Systems, Inc.	2049 MOS	AGFA CompuGraphic Division	2407 MOS	Barneyscan Corp.	129 MOS
Andromeda	5503 B&C	Apple Computer, Inc.	1227 MOS	Berkeley Systems	2349 MOS
Apple Computer, Inc.	1227 MOS	Array Technologies	5839 B&C	BMUG	619 MOS
Array Technologies	5839 B&C	Bear Rock Technologies	5149 B&C	Bright Star Technology, Inc.	1940 MOS
Ars Nova Software	2716 MOS	Bitstream Inc.	5610 B&C	Brøderbund Software, Inc.	825 MOS
Articulate Systems, Inc.	2231 MOS	BMUG	619 MOS	Canon USA, Inc.	518 MOS
Beacon Technology, Inc.	5436 B&C	Brøderbund Software, Inc.	825 MOS	C.A.R., Inc.	2719 MOS
BMUG	619 MOS	Casady & Greene	1613 MOS	Casady & Greene	1613 MOS
Bright Star Technology, Inc.	1940 MOS	CompuServe Inc.	1925 MOS	C.E. Software, Inc.	931 MOS
Casady & Greene	1613 MOS	Design Science	437 MOS	Ceres Software, Inc.	144 MOS
Ceres Software, Inc.	144 MOS	Educational Resources	5638 B&C	Clarix Corp.	1007 MOS
CompuServe Inc.	1925 MOS	EDUCORP	1407 MOS	Complete PC, The	5600 B&C
Creative Software	5327 B&C	Emerald City Software	2531 MOS	CompuServe Inc.	1925 MOS
Digidesign	2710 MOS	Fifth Generation Systems, Inc.	2137 MOS	Computer Associates	443 MOS
Digital Vision, Inc.	58 MOS	GCC Technologies, Inc.	1139 MOS	Computer Sciences Corp.	5912 B&C
Dynaware Corp.	2537 MOS	Goldstein & Blair	107 MOS	ComputerWare	635 MOS
Educational Resources	5638 B&C	ICOM Simulations, Inc.	2323 MOS	ComputerWare	5407 B&C
EDUCORP	1407 MOS	Image Club Graphics, Inc.	2144 MOS	Connectix Corp.	2709 MOS
Electronic Arts	2116 MOS	International Datawares, Inc.	121 MOS	Creative Software	5327 B&C
Emerald City Software	2531 MOS	Laser's Edge	5914 B&C	Custom Applications, Inc.	2042 MOS
Great Plains Software	819 MOS	Letraset	5418 B&C	Dayna Communications, Inc.	917 MOS
Great Wave Software	1510 MOS	Linotype Co.	5628 B&C	DCA	1349 MOS
Heizer Software	820 MOS	Olduvai/Tactic	5700 B&C	DeltaPoint, Inc.	743 MOS
Help Software, Inc.	1912 MOS	Orange Micro, Inc.	607 MOS	Deneba Software	143 MOS
Image Systems Technology	5235 B&C	Paracomp	535 MOS	Design Science	437 MOS
ImaTeQ Systems Corp.	60 MOS	Paragon Concepts, Inc.	1121 MOS	Digital Vision, Inc.	58 MOS
Insignia Solutions, Inc.	2031 MOS	Softdisk Publishing	5140 B&C	Dream Maker Software	5007 B&C
Interactive Media Technologies, Inc.	5801 B&C	Somak Software	5849 B&C	Dynamic Graphics	1833 MOS
Invention Software	51 MOS	TeleTypesetting Co.	5229 B&C	Eastman Kodak	325 MOS
Koala Technologies	5143 B&C	TPS Electronics	1936 MOS	Educational Resources	5638 B&C
Lawrence Productions, Inc.	5720 B&C			EDUCORP	1407 MOS
Levco	1616 MOS			Electronic Arts	2116 MOS
MacroMind, Inc.	1637 MOS			EMAC-A Division of Everex	519 MOS
MacTec Quarterly	1044 MOS			Systems	
				Emerald City Software	2531 MOS
				Engineered Software	1319 MOS

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center



B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Circuit Research Corp.	2703 MOS	RagTime USA	5322 B&C	Heizer Software	820 MOS
Clarix Corp.	1007 MOS	Reference Software	5746 B&C	HyperLink Magazine	104 MOS
CompServCo	1321 MOS	International		ICOM Simulations, Inc.	2323 MOS
CompuServe Inc.	1925 MOS	Silicon Beach Software	907 MOS	ImaTeQ Systems Corp.	60 MOS
Computer Associates	443 MOS	Softdisk Publishing	5140 B&C	Insignia Solutions, Inc.	2031 MOS
Creative Software	5327 B&C	Somak Software, Inc.	1842 MOS	Invention Software	51 MOS
Deneba Software	143 MOS	Springboard Software	1416 MOS	Kent*Marsh Ltd.	1228 MOS
Design Science	437 MOS	Strategic Mapping, Inc.	1847 MOS	La Cie, Ltd.	625 MOS
Digital Vision, Inc.	58 MOS	Survivor Software Ltd.	208 MOS	Language Systems Corp.	1910 MOS
DisCopyLabs	543 MOS	Symantec	1917 MOS	Logical Operations, Inc.	5236 B&C
DMA	945 MOS	TeleTypesetting Co.	5229 B&C	MacTech Quarterly	1044 MOS
Dow Jones & Company, Inc.	128 MOS	Threshold Publishing	1321 MOS	Magic Software	435 MOS
Dynamac Computers	613 MOS	TIMESLIPS Corp.	1918 MOS	Mainstay	1521 MOS
Educational Resources	5638 B&C	Tree Star, Inc.	5913 B&C	MapInfo Corp.	5836 B&C
Emerald City Software	2531 MOS	Varcon Systems, Inc.	5611 B&C	Microcom Software Division	2543 MOS
Fisher Idea Systems, Inc.	5818 B&C	Voyager Company	5936 B&C	Microlytics, Inc.	109 MOS
GDT Softworks, Inc.	5210 B&C	Wolfram Research	649 MOS	Microseeds	2705 MOS
Goldstein & Blair	107 MOS	WordPerfect Corp.	534 MOS	Microspot	1321 MOS
Great Wave Software	1510 MOS	Xecom, Inc.	5138 B&C	Moose Software	5441 B&C
Hayes Microcomputer Products	1538 MOS			Newer Technology	5648 B&C
Heizer Software	820 MOS			Northern Telecom, Inc.	2431 MOS
Help Software, Inc.	1912 MOS			Now Software	749 MOS
High Performance Systems, Inc.	1317 MOS			OCR Systems, Inc.	106 MOS
Highlighted Data, Inc.	5437 B&C			Olduvai/Tactic	5700 B&C
HyperLink Magazine	104 MOS			Palomar Software	2044 MOS
ImaTeQ Systems Corp.	60 MOS			Paragon Concepts, Inc.	1121 MOS
Infosphere, Inc.	1421 MOS			Personal Computer	1221 MOS
Interactive Media	5801 B&C			Peripherals Corp. (PCPC)	
Technologies, Inc.				Peter Norton Computing	5918 B&C
Invention Software	51 MOS			Pinnacle Micro, Inc.	2225 MOS
Kent*Marsh Ltd.	1228 MOS			Portfolio Systems Inc.	138 MOS
Koala Technologies	5143 B&C			Power Up Software Corp.	47 MOS
Language Quest Software	5306 B&C			Presentation Technologies	2243 MOS
Lawrence Productions, Inc.	5720 B&C			Reference Software	5746 B&C
Logitech, Inc.	56 MOS			International	
MacSema	2611 MOS			Salient	5238 B&C
Mainstay	1521 MOS			Silicon Beach Software	907 MOS
MathSoft, Inc.	62 MOS			Softdisk Publishing	5140 B&C
Maxem Corp.	2449 MOS			Software Innovations	5942 B&C
MECA Ventures, Inc.	234 MOS			Solutions, Inc.	727 MOS
Metropolis Software, Inc.	5233 B&C			Somak Software, Inc.	1842 MOS
Microlytics, Inc.	109 MOS			SuperMac Technology	733 MOS
New Horizons Software, Inc.	2538 MOS			Symantec	1917 MOS
Night Diamonds Software	5833 B&C			TeleTypesetting Co.	5229 B&C
Nolo Press	2700 MOS			TGS System	5506 B&C
Now Software	794 MOS			Tree Star, Inc.	5913 B&C
OCR Systems, Inc.	106 MOS			Truvision, Inc.	249 MOS
Palo Alto Software	5132 B&C			Varcon Systems, Inc.	5611 B&C
Paragon Concepts, Inc.	1121 MOS			Vertical Solutions	5501 B&C
Personal Training Systems	944 MOS			Visual Business Systems	5710 B&C
PMC Telesystems, Inc.	541 MOS			Voyager Company	5936 B&C
Portfolio Systems, Inc.	138 MOS			WordPerfect Corp.	534 MOS
Power Up Software Corp.	47 MOS			Xecom, Inc.	5138 B&C
Prism Technologies, Inc.	64 MOS				
Pro Plus Software, Inc.	217 MOS				
Prodigy Services Company	5848 B&C				
Provex Development	220 MOS				

Utilities

1stDesk Systems, Inc.	1348 MOS
Addison-Wesley Publishing Co.	1539 MOS
Advanced Gravis Computer Technology Ltd.	1849 MOS
Aladdin Systems, Inc.	2049 MOS
Apple Computer, Inc.	1227 MOS
ASD Software, Inc.	2621 MOS
Beacon Technology, Inc.	5436 B&C
Berkeley Systems	2349 MOS
BMUG	619 MOS
Casady & Greene	1613 MOS
C.E. Software, Inc.	931 MOS
Central Point Software	5837 B&C
CompuServe Inc.	1925 MOS
Connectix Corp.	2709 MOS
Custom Applications, Inc.	2042 MOS
Dantz Development	431 MOS
Data Pad	5216 B&C
Dayna Communications, Inc.	917 MOS
Deft	5553 B&C
Deneba Software	143 MOS
Design Science	437 MOS
DisCopyLabs	543 MOS
DMA	945 MOS
Educational Resources	5638 B&C
EDUCORP	1407 MOS
Emerald City Software	2531 MOS
ExperTelligence, Inc.	5748 B&C
Fifth Generation Systems, Inc.	2137 MOS
GCC Technologies, Inc.	1139 MOS
GDT Softworks, Inc.	5210 B&C
Goldstein & Blair	107 MOS

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Vertical		Voyager Company	5936 B&C	TeleTypesetting Co.	5229 B&C
1stDesk Systems, Inc.	1348 MOS	Xecom, Inc.	5138 B&C	Virginia Systems, Inc.	206 MOS
Abra MacDabra Software Co.	5405 B&C	Xerox Imaging Systems	1239 MOS	Wadsworth, Inc.	5819 B&C
Advanced Gravis Computer Technology Ltd.	1849 MOS			WordPerfect Corp.	534 MOS
Aperture Technologies, Inc.	5716 B&C	Word Processing		Xerox Imaging Systems	1239 MOS
Apple Computer, Inc.	1227 MOS	1stDesk Systems, Inc.	1348 MOS		
Aries Systems Corp.	100 MOS	Agoratech Canada, Inc.	5736 B&C	Miscellaneous	
Chang Labs	1747 MOS	Alphagraphics Printshops Of The Future	5932 B&C	1stDesk Systems, Inc.	1348 MOS
COMPUneering, Inc.	1232 MOS	Apple Computer, Inc.	1227 MOS	Agoratech Canada, Inc.	5736 B&C
Design Science	437 MOS	Ashton-Tate	525 MOS	Alphagraphics Printshops Of The Future	5932 B&C
Dow Jones & Company, Inc.	128 MOS	BDT Products, Inc.	2525 MOS	Apple Computer, Inc.	1227 MOS
Dynaware Corp.	2537 MOS	Berkeley System	2349 MOS	ADIC	5241 B&C
Emerald City Software	2531 MOS	C.A.R., Inc.	2719 MOS	Advanced Gravis Computer Technology, Ltd.	1849 MOS
Engineered Software	1319 MOS	Ceres Software, Inc.	144 MOS	Andromeda	5503 B&C
ExperTelligence, Inc.	5748 B&C	Chang Labs	1747 MOS	Aries Systems Corp.	100 MOS
Flexware	1318 MOS	Clarix Corp.	1007 MOS	Ars Nova Software	2716 MOS
Graphsoft	5004 B&C	CompuServe Inc.	1925 MOS	Berkeley Systems	2349 MOS
Great Plains Software	819 MOS	DeltaPoint, Inc.	743 MOS	Bright Star Technology, Inc.	1940 MOS
Great Wave Software	1510 MOS	Deneba Software	143 MOS	C.A.R., Inc.	2719 MOS
Help Software	1912 MOS	Design Science	437 MOS	Caere	5148 B&C
High Performance Systems, Inc.	1317 MOS	DisCopyLabs	543 MOS	Casady & Greene	1613 MOS
Highlighted Data, Inc.	5437 B&C	Educational Resources	5638 B&C	Ceres Software, Inc.	144 MOS
Imagine That, Inc.	449 MOS	Emerald City Software	2531 MOS	Coda Music Software	2711 MOS
ImaTeQ Systems Corp.	60 MOS	Frame Technology Corp.	5428 B&C	COMPUneering, Inc.	1232 MOS
Interactive Media Technologies, Inc.	5801 B&C	GDT Softworks, Inc.	5210 B&C	Computer Associates	443 MOS
Invention Software	51 MOS	Hewlett-Packard	2207 MOS	Creative Software	5327 B&C
JAM Software	136 MOS	ImaTeQ Systems Corp.	60 MOS	Data Pad	5216 B&C
Levco	1616 MOS	Lexpertise Linguistic Software	5444 B&C	DCA	1349 MOS
Logical Operations, Inc.	5236 B&C	Logical Operations, Inc.	5236 B&C	Deneba Software	143 MOS
MapInfo Corp.	5836 B&C	Logitech, Inc.	56 MOS	DisCopyLabs	543 MOS
MathSoft, Inc.	62 MOS	Microlytics, Inc.	109 MOS	Disini Software, Inc.	59 MOS
Maxem Corp.	2449 MOS	New Dest Corp.	1649 MOS	Educational Resources	5638 B&C
Metropolis Software, Inc.	5233 B&C	New Horizons Software, Inc.	2538 MOS	EDUCORP	1407 MOS
National Instruments Corp.	1943 MOS	Niles & Associates	133 MOS	Fisher Idea Systems, Inc.	5818 B&C
New Dest Corp.	1649 MOS	Now Software	749 MOS	FlipTrack Learning Systems	46 MOS
Niles & Associates	133 MOS	OCR Systems, Inc.	106 MOS	GDT Softworks, Inc.	5210 B&C
OCR Systems, Inc.	106 MOS	Olduvai/Tactic	5700 B&C	Goldstein & Blair	107 MOS
Paracomp	535 MOS	Paragon Concepts, Inc.	1121 MOS	Help Software, Inc.	1912 MOS
RagTime USA	5322 B&C	Personal Training Systems	944 MOS	High Performance Systems, Inc.	1317 MOS
Satori Software	1811 MOS	Petroglyph, Inc.	5907 B&C	Highlighted Data, Inc.	5437 B&C
SBT Corp.	5522 B&C	Power Up Software Corp.	47 MOS	HyperLink Magazine	104 MOS
Schlumberger CAD/CAM	2249 MOS	Prescience Corp.	1949 MOS	Imagine That, Inc.	449 MOS
Strategic Mapping, Inc.	1847 MOS	Quark, Inc.	2037 MOS	ImaTeQ Systems Corp.	60 MOS
TeleTypesetting Co.	5229 B&C	RagTime USA	5322 B&C	Insignia Solutions, Inc.	2031 MOS
TIMESLIPS Corp.	1918 MOS	Reference Software International	5746 B&C	Intermap, Inc.	5820 B&C
TreeAge Software, Inc.	130 MOS	Salient	5238 B&C	Kennect Technology	5603 B&C
Vamp, Inc.	2046 MOS	Silicon Beach Software	907 MOS	Kent*Marsh Ltd.	1228 MOS
Varcon Systems, Inc.	5611 B&C	Softdisk Publishing	5140 B&C	Koala Technologies	5143 B&C
Virginia Systems, Inc.	206 MOS	Somak Software, Inc.	1842 MOS	KPMG Peat Marwick DIS-Desktop Information Services	5917 B&C
Visual Business Systems	5710 B&C	Symantec	1917 MOS	Language Quest Software	5306 B&C
Visual Information Development, Inc.	2215 MOS	T/Maker Co.	1217 MOS		

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

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Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
La Cie, Ltd.	625 MOS	Expansions/Upgrades		Ehman	2237 MOS
Logitech, Inc.	56 MOS			EMAC-A Division of Everex Systems	519 MOS
MacProducts USA	108 MOS	Apple Computer, Inc.	1227 MOS	Fifth Generation Systems, Inc.	2137 MOS
Marstek, Inc.	5855 B&C	Benchmark Labs, Inc.	2226 MOS	GCC Technologies, Inc.	1139 MOS
MASS Microsystems	1049 MOS	CMS Enhancements, Inc.	5223 B&C	Golden Triangle Computers, Inc.	5604 B&C
Microtek Lab, Inc.	2149 MOS	Computerland/Infomax Management Group	2720 MOS	iDS Systems, Inc.	5827 B&C
National Instruments Corp.	1943 MOS	ComputerWare	635 MOS	lomega Corp.	2425 MOS
New Dest Corp.	1649 MOS	ComputerWare	5407 B&C	Jasmine Technologies, Inc.	507 MOS
Orange Micro, Inc.	607 MOS	Connectix Corp.	2709 MOS	Kennect Technology	5603 B&C
Perceptics Corp.	218 MOS	DayStar Digital, Inc.	1629 MOS	La Cie, Ltd.	625 MOS
Personal Writer	2702 MOS	Dove Computer Corp.	1937 MOS	Linotype	5628 B&C
Thunderware, Inc.	1385 MOS	DuPont Company	5800 B&C	MacAcademy	135 MOS
TPS Electronics	1936 MOS	Educational Resources	5638 B&C	MacProducts USA	108 MOS
Truevision, Inc.	249 MOS	Lapis Technologies, Inc.	5000 B&C	MACsetra Technologies International, Inc.	5926 B&C
Videographics Corp.	5551 B&C	Laser's Edge	5914 B&C	MASS Microsystems	1049 MOS
Wacom, Inc.	5410 B&C	Linotype Co.	5628 B&C	Maya Computer Company	5528 B&C
Xerox Imaging Systems	1239 MOS	MacProducts USA	108 MOS	Maynard Electronics	5205 B&C
Display		Maya Computer Co.	5528 B&C	Mega Drive Systems	2702 MOS
Apple Computer, Inc.	1227 MOS	Micro Electronic Technologies	5538 B&C	MicroNet Technology, Inc.	939 MOS
Berkeley Systems	2349 MOS	Microtech International, Inc.	1339 MOS	Microtech International, Inc.	1339 MOS
CalComp, Inc.	235 MOS	MOBIUS Technologies	2129 MOS	Newer Technology	5648 B&C
ComputerLand/Infomax Management Group	2720 MOS	Newbridge Microsystems	5424 B&C	Northern Telecom, Inc.	2431 MOS
Computer Sciences Corp.	5912 B&C	Newer Technology	5648 B&C	O.C.E.A.N. Microsystems, Inc.	322 MOS
Crosby Creations	223 MOS	Pre-Owned Electronics, Inc.	822 MOS	Personal Computer Peripherals Corp. (PCPC)	1221 MOS
Educational Resources	5638 B&C	Procom Technology, Inc.	5248 B&C	Pre-Owned Electronics, Inc.	822 MOS
E-Machines	1725 MOS	Radius, Inc.	1427 MOS	Procom Technology, Inc.	5248 B&C
Ergotron, Inc.	1710 MOS	Relax Technology, Inc.	1823 MOS	Relax Technology, Inc.	1823 MOS
Hyphen	5524 B&C	Second Wave, Inc.	1821 MOS	Rodime Systems	2315 MOS
Ikegami Electronics (USA), Inc.	5622 B&C	Siclone Sales & Engineering Corp.	1607 MOS	Storage Dimensions	207 MOS
Image Systems Technology	5235 B&C	Technology Works	5227 B&C	Sumo Systems	2536 MOS
MacProducts USA	108 MOS	Total Systems	2040 MOS	Sun Remarketing	2721 MOS
Maya Computer Co.	5528 B&C	Hard Disks/Storage		SuperMac Technology	733 MOS
MegaGraphics, Inc.	2331 MOS	ADIC	5241 B&C	Techmar	1926 MOS
MicroMax International	5337 B&C	Advanced Gravis Computer Technology, Ltd.	1849 MOS	Transitional Technology, Inc.	5325 B&C
MOBIUS Technologies	2129 MOS	Apple Computer, Inc.	1227 MOS	Videographics Corp.	5551 B&C
nVIEW Corp.	2443 MOS	Benchmark Labs, Inc.	2226 MOS	Modems	
Personal Computer Peripherals Corp. (PCPC)	1221 MOS	Chinon America, Inc.	5422 B&C	Apple Computer, Inc.	1227 MOS
Presentation Technologies	2243 MOS	CMS Enhancements, Inc.	5223 B&C	CMS Enhancements, Inc.	2549 MOS
Qume Corp.	5102 B&C	Computerland/Infomax Management Group	2720 MOS	Computer Friends, Inc.	1506 MOS
Radius, Inc.	1427 MOS	Computer Selection	307 MOS	Computer Selection	307 MOS
Sampo Corp. of America	5502 B&C	Computer Ware	635 MOS	Dove Computer Corp.	1937 MOS
Sayett Technology, Inc.	5915 B&C	Computer Ware	5407 B&C	Educational Resources	5638 B&C
SuperMac Technology	733 MOS	Dantz Development	431 MOS	EMAC - A Division of Everex Systems	519 MOS
Videographics Corp.	5551 B&C	Dayna Communications, Inc.	917 MOS	Farallon	1527 MOS
Voyager Co.	5936 B&C	DPI	5423 B&C	Hayes Microcomputer Products	1538 MOS
		Educational Resources	5638 B&C	La Cie, Ltd.	625 MOS
				MacProducts USA	108 MOS
				MacSema	2611 MOS

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

Product List by Category

Company Name	Booth #
Micro Electronic Technologies	5538 B&C
Personal Computer Peripherals Corp. (PCPC)	1221 MOS
Pre-Owned Electronics, Inc.	822 MOS
Prometheus Products	1120 MOS
Shira Corp.	140 MOS
Sun Remarketing	2721 MOS
Supra Corp.	5543 B&C
Xecom, Inc.	5138 B&C

Printers/Printer Accessories

Apple Computer, Inc.	1227 MOS
Basic Needs, Inc.	5601 B&C
BDT Products, Inc.	2525 MOS
CalComp, Inc.	235 MOS
Computer Friends, Inc.	1506 MOS
ComputerLand/Infomax Management Group	2720 MOS
Computer Selection	307 MOS
ComputerWare	635 MOS
ComputerWare	5407 B&C
Crosby Creations	223 MOS
Eastman Kodak	325 MOS
Educational Resources	5638 B&C
Fifth Generation Systems, Inc.	2137 MOS
GCC Technologies, Inc.	1139 MOS
GDT Softworks, Inc.	5210 B&C
Hewlett-Packard	2207 MOS
Howtek, Inc.	5730 B&C
International Datawares	121 MOS
Jasmine Technologies, Inc.	507 MOS
Kensington Microware	313 MOS
La Cie, Ltd.	625 MOS
Lasergraphics, Inc.	5704 B&C
LaserMAX Systems	547 MOS
Laser's Edge	5914 B&C
Linotype Co.	5628 B&C
MacProducts USA	108 MOS
Maya Computer Company	5528 B&C
Merritt Computer Products	5847 B&C
National Instruments Corp.	1943 MOS
Orange Micro, Inc.	607 MOS
Panamax	1316 MOS
Pre-Owned Electronics, Inc.	822 MOS
Presentation Technologies	2243 MOS
Printware, Inc.	5438 B&C
QMS, Inc.	2419 MOS
Qume Corp.	5102 B&C
Seiko Instruments USA, Inc.	5116 B&C
Smack-a-Mac!	134 MOS
Sun Remarketing	2721 MOS
System Connection	5122 B&C
Tektronix, Inc.	2219 MOS

Company Name	Booth #
Toshiba America Information Systems, Inc., Computer Systems Division	5338 B&C
Unibind Systems	5547 B&C

Video

Advent Computer Products	2713 MOS
Apple Computer, Inc.	1227 MOS
Canon USA, Inc.	518 MOS
Computer Accessories/Proxima	5616 B&C
Computer Friends, Inc.	1506 MOS
Computer Selection	307 MOS
Crosby Creations	223 MOS
Digital Vision, Inc.	58 MOS
Educational Resources	5638 B&C
Ergotron, Inc.	1710 MOS
Ikegami Electronics (USA), Inc.	5622 B&C
Image Systems Technology	5235 B&C
Interactive Media Technologies, Inc.	5338 B&C
International Datawares	121 MOS
Koala Technologies	5143 B&C
Lapis Technologies, Inc.	5000 B&C
MASS Microsystems	1049 MOS
Maya Computer Company	5528 B&C
MegaGraphics, Inc.	2331 MOS
MOBIUS Technologies	2129 MOS
Newbridge Microsystems	5424 B&C
Orange Micro, Inc.	607 MOS
Perceptics Corp.	218 MOS
Personal Computer Peripherals Corp. (PCPC)	1221 MOS
Relax Technology, Inc.	1823 MOS
SuperMac Technology	733 MOS
System Connection	5122 B&C
Total Systems	2040 MOS
Truevision, Inc.	249 MOS
Videographics Corp.	5551 B&C
Voyager Company	5936 B&C

Miscellaneous

A.D. Instruments	5128 B&C
Adaptec, Inc.	5810 B&C
ADIC	5241 B&C
Advanced Gravis Computer Technology Ltd.	1849 MOS
AGFA CompuGraphic Division	2407 MOS
Agoratech Canada, Inc.	5736 B&C
Apple Computer, Inc.	1227 MOS
ASD Software, Inc.	2621 MOS

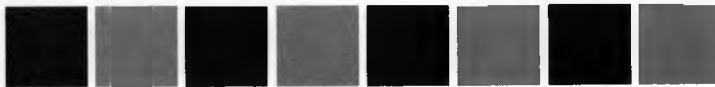
Company Name	Booth #
Benchmark Labs, Inc.	2226 MOS
CalComp, Inc.	235 MOS
Cayman Systems	69 MOS
CMS Enhancements, Inc.	2549 MOS
Computer Accessories/Proxima	5616 B&C
Crosby Creations	223 MOS
Datadesk International	2413 MOS
Dayna Communications, Inc.	917 MOS
DisCopyLabs	543 MOS
DuPont Company	5800 B&C
Educational Resources	5638 B&C
EDUCORP	1407 MOS
Ergotron, Inc.	1710 MOS
Farallon	1527 MOS
Green Spring Computers, Inc.	5618 B&C
Hyphen	5524 B&C
Interactive Media Technologies, Inc.	5801 B&C
Jasmine Technologies, Inc.	507 MOS
Kennect Technology	5603 B&C
Key Tronic Corp.	5505 B&C
KMW Systems Corp.	1249 MOS
Koala Technologies	5143 B&C
Lapis Technologies, Inc.	5000 B&C
Lasergraphics, Inc.	5704 B&C
Lynn Products, Inc.	5726 B&C
MacAcademy	135 MOS
Macintosh-Aided Design/ Auerbach Publishers	61 MOS
MacSema	2611 MOS
Merritt Computer Products	5847 B&C
MOBIUS Technologies	2129 MOS
Motorola Inc., Semiconductor Products Sector	5403 B&C
National Instruments Corp.	1943 MOS
Network Resources Corp.	5212 B&C
Newer Technology	5648 B&C
Nuvotech, Inc.	2343 MOS
nVIEW Corp.	2443 MOS
Panamax	1316 MOS
Passport Designs	5205 B&C
Photonics Corp.	5510 B&C
Pinnacle Micro, Inc.	2225 MOS
Practical Solutions, Inc.	5934 B&C
Pre-Owned Electronics, Inc.	822 MOS
Presentation Electronics, Inc.	5336 B&C
Rainbow Technologies	5240 B&C
Roland Digital Group	5928 B&C
Relax Technology, Inc.	1823 MOS
Sayett Technology, Inc.	5915 B&C
Software Security, Inc.	5740 B&C
Sophisticated Circuits, Inc.	5323 B&C
Sun Remarketing	2721 MOS
System Connection	5122 B&C
TPS EElectronics	1936 MOS
Tri-Data Systems, Inc.	2617 MOS
Unibind Systems	5547 B&C

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center

Product List by Category

Company Name	Booth #	Company Name	Booth #	Company Name	Booth #
Voyager Company	5936 B&C	Kensington Microware	313 MOS	Somak Software	5849 B&C
Xecom, Inc.	5138 B&C	Key Tronic Corp.	5505 B&C	Sun Remarketing	2721 MOS
Accessories		Lynn Products, Inc.	5726 B&C	Publication	
Disks/Holders		Macintosh Buyer's Guide (Redgate Communications Corp.)	723 MOS	Addison-Wesley Publishing Co.	1539 MOS
Advanced Gravis Computer Technology Ltd.	1849 MOS	Merritt Computer Products	5847 B&C	Answer Source, The	1947 MOS
Basic Needs, Inc.	5601 B&C	MOBIUS Technologies	2129 MOS	Aries Systems Corp.	100 MOS
CMS Enhancements, Inc.	2549 MOS	NoRad Corp.	114 MOS	Array Technologies	5839 B&C
Crosby Creations	223 MOS	Nuvotech, Inc.	2343 MOS	BMUG	619 MOS
Educational Resources	5638 B&C	Orbit Systems	5607 B&C	COMPUneering, Inc.	1232 MOS
EDUCORP	1407 MOS	Panamax	1316 MOS	Computer Graphics Review Magazine	5536 B&C
International Datawares	121 MOS	Personal Training Systems	944 MOS	Electronic Publishing & Printing	45 MOS
Jasmine Technologies, Inc.	507 MOS	Precision Line, Inc.	5924 B&C	Goldstein & Blair	107 MOS
Kensington Microware	313 MOS	Relax Technology, Inc.	1823 MOS	HyperLink Magazine	104 MOS
Media Technologies	5142 B&C	Smack-a-Mac!	134 MOS	International Datawares	121 MOS
MicroStore, Inc.	824 MOS	Somak Software	5849 B&C	Invention Software	51 MOS
Pinnacle Micro, Inc.	2225 MOS	Sophisticated Circuits, Inc.	5323 B&C	LAN Times	2623 MOS
Precision Line, Inc.	5924 B&C	System Connection	5122 B&C	MacAcademy	135 MOS
Procom Technology, Inc.	5248 B&C	Unibind Systems	5547 B&C	Macintosh-Aided Design/ Auerbach Publishers	61 MOS
Smack-a-Mac!	134 MOS	Voyager Company	5936 B&C	Macintosh Buyer's Guide (Redgate Communication Corp.)	723 MOS
Somak Software	5849 B&C	Zero Halliburton (EDC)	5222 B&C	Macintosh News/CMP Publications	748 MOS
Miscellaneous		Miscellaneous		Macintosh Video News, Inc.	225 MOS
Furniture		Mail Order		MacTech Quarterly	1044 MOS
Educational Resources	5638 B&C	Alphagraphics Printshops Of The Future	5932 B&C	MacTutor	1226 MOS
Ergotron, Inc.	1710 MOS	Apple Computer, Inc.	1227 MOS	MACUSER/MACWEEK	923 MOS
Orbit Systems	5607 B&C	Bear Rock Technologies	5149 B&C	Macworld Communications	1207 MOS
Miscellaneous		BMUG	619 MOS	Nolo Press	2700 MOS
Advanced Gravis Compute Technology, Ltd.	1519 MOS	C.A.R., Inc.	2719 MOS	Peachpit Press, Inc.	5145 B&C
Avery Commercial Products Division	1048 MOS	Crosby Creations	223 MOS	Personal Publishing Magazine	2607 MOS
Basic Needs, Inc.	5601 B&C	DPI	5423 B&C	Publish Magazine	1411 MOS
BDT Products, Inc.	2525 MOS	Educational Resources	5638 B&C	Softdisk Publishing	5140 B&C
CMS Enhancements, Inc.	2549 MOS	EDUCORP	1407 MOS	Retailer	
CompuCover	1932 MOS	FlipTrack Learning Systems	46 MOS	ComputerLand/Infomax Management Group	2720 MOS
Computer Accessories/Proxima	5616 B&C	Goldstein & Blair	107 MOS	Computer Selection	307 MOS
Computer Expressions	1135 MOS	Highlighted Data, Inc.	5437 B&C	ComputerWare	635 MOS
Crosby Creations	223 MOS	International Datawares	121 MOS	ComputerWare	5407 B&C
Data Spec	5324 B&C	La Cie, Ltd.	625 MOS	Crosby Creations	223 MOS
Educational Resources	5638 B&C	Language Quest Software	5306 B&C	Levco	1616 MOS
Ergotron, Inc.	1710 MOS	MacAcademy	135 MOS	MacAcademy	135 MOS
Goldstein & Blair	107 MOS	Macintosh Video News, Inc.	225 MOS	Macintosh Video News, Inc.	225 MOS
I/O Design, Inc.	1220 MOS	MacProducts USA	108 MOS	MacProducts USA	108 MOS
		MacTutor	1226 MOS	Maya Computer Company	5528 B&C
		Maya Computer Company	5528 B&C	Smack-a-Mac!	134 MOS
		MicroStore, Inc.	824 MOS	Videographics Corp.	5551 B&C
		Night Diamonds Software	5833 B&C		
		Peachpit Press, Inc.	5145 B&C		
		Pre-Owned Electronics, Inc.	822 MOS		
		Reactor	5328 B&C		
		Smack-a-Mac!	134 MOS		
		Softdisk Publishing	5140 B&C		

B&C indicates Brooks Hall & Civic Auditorium MOS indicates Moscone Center



Product List by Category

Company Name

Booth

Services

Alphagraphics Print Shop Of the Future	5932 B&C
Apple Computer, Inc.	1227 MOS
Chartmasters, Inc.	2714 MOS
CompuServe Inc.	1925 MOS
Computer Expressions	1135 MOS
ComputerWare	635 MOS
ComputerWare	5407 B&C
Crosby Creations	223 MOS
DisCopyLabs	543 MOS
Dynamac Computers	613 MOS
HyperLink Magazine	104 MOS
International Datawares	121 MOS
Invention Software	51 MOS
Kelly Temporary Services	5344 B&C
KPMG Peat Marwick DIS- Desktop Information Services	5917 B&C
LAN Times	2623 MOS
Logical Operations, Inc.	5236 B&C
MacAcademy	135 MOS
Macintosh Buyer's Guide (Redgate Communications Corp.)	723 MOS
MacTech Quarterly	1044 MOS
MacTemps	2708 MOS
Media Technologies	5124 B&C
MicroFrontier, Inc.	5919 B&C
Pre-Owned Electronics, Inc.	822 MOS
Reactor	5328 B&C
Sanctuary Woods, Inc.	5911 B&C
System Connection	5122 B&C
Systems Integration Magazine	5151 B&C
Total Systems	2040 MOS
Videographics Corp.	5551 B&C

User Group

Apple Computer, Inc.	1227 MOS
BMUG	619 MOS
C.A.R., Inc.	2719 MOS
CompuServe Inc.	1925 MOS
MacTech Quarterly	1044 MOS
National Instruments Corp.	1943 MOS

Company Name

Booth

Microprocessor/CPUs

Microprocessor/CPUs

Apple Computer, Inc.	1227 MOS
ComputerLand/Infomax Management Corp.	2720 MOS
Computer Selection	307 MOS
DuPont Company	5800 B&C
Dynamac Computers	613 MOS
ExperTelligence, Inc.	5748 B&C
Kennect Technology	5603 B&C
Levco	1616 MOS
Linotype Co.	5628 B&C
Maya Computer Company	5528 B&C
Motorola, Inc., Semiconductor Products Sector	5403 B&C
Newbridge Microsystems	5424 B&C
Pre-Owned Electronics, Inc.	822 MOS
Second Wave, Inc.	1821 MOS
Siclone Sales & Engineering Corp.	1607 MOS
Sun Remarketing	2721 MOS
Total Systems	2040 MOS

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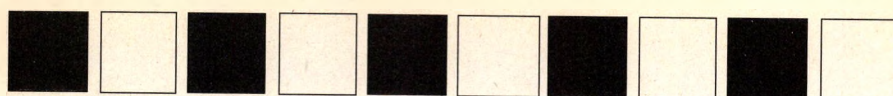
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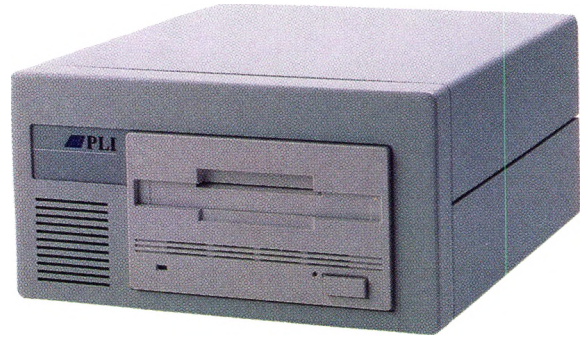
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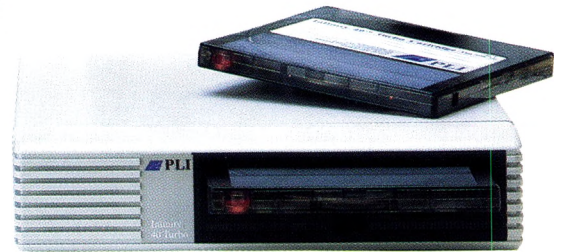


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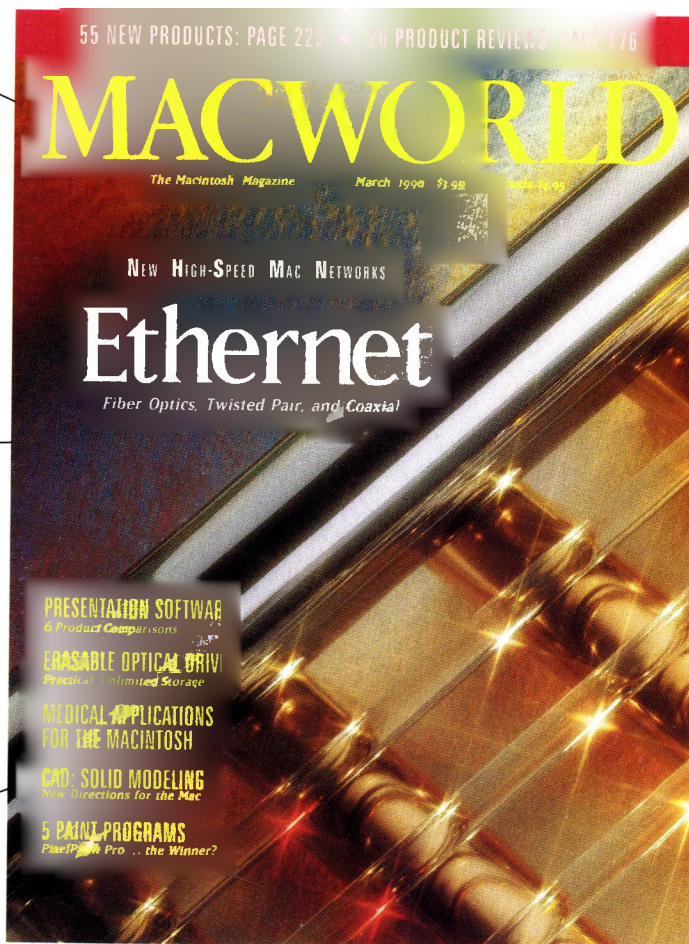
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